



# Kanwal Nasir

VISUAL DESIGNER & CONTENT CREATOR

**Email:** [kanwalnasir555@gmail.com](mailto:kanwalnasir555@gmail.com)

**LinkedIn:** [www.linkedin.com/in/kanwal-nasir-96482a216/](https://www.linkedin.com/in/kanwal-nasir-96482a216/)

**Website:** [www.kanwalnasir.com](http://www.kanwalnasir.com)

**Behance:** <https://www.behance.net/kanwalmalik>

**Address:** United Arab Emirates

**Number:** +971 50 385 2568

**Visa Status:** Residence

**Marital Status:** Single

## PROFESSIONAL SUMMARY

Creative content creator and visual designer with 4+ years of experience producing engaging content across social, web, and print. I craft static, motion, and video assets that align with brand strategy, enhance visibility, and drive campaign success. Adept at collaborating with marketing, product, and design teams to maintain brand consistency and storytelling. Experienced in designing for diverse industries, including real estate, agencies, and startups, delivering tailored visual solutions. I adapt creative strategies to meet the unique needs of each sector while ensuring high-quality design standards.

**Technical skills:** Social media content (Instagram, Facebook, LinkedIn): Carousels, Stories, Reels/Shorts, Banners, short-form video editing and motion graphics (Premiere Pro, After Effects, Animation), branding, prototyping, packaging design, logo design, typography, layout, print & digital design, visual storytelling, creativity, storyboarding, concept development, UI/UX design, wireframing, brand storytelling, copy collaboration, visual consistency, content strategy, video editing, photography, videography.

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, After Effects, Figma, XD, Procreate, Lightroom

## EXPERIENCE

### Multimedia Designer

ATTN Labs - Austin, Texas

June 2025 - Current  
Contract-Based, Remote

- **Managed 6 different international brands**, overseeing creative direction and brand consistency.
- **Delivered 50+ creative assets** communicating brand messaging and campaign goals, including client testimonial designs and ad creatives that **boosted sales** and received positive feedback.
- **Expanded international clientele** over time, building strong client trust and lasting relationships.
- Collaborated with marketing, product, and development teams to maintain visual consistency and reinforce brand identity across all platforms.

### Content Designer

KAPS Global - United Arab Emirates

July 2023 - Current  
Remote

- **Edited and published 4 weekly short videos**, transforming executed projects into engaging social media content. Produced videos highlighting services, client testimonials, and brand messages for targeted campaigns, increasing **audience interaction by 13%**
- **Designed 200+ engaging social media visuals** promoting lifestyle and services on Instagram and Facebook, enhancing brand presence and contributing to an **8% increase in follower engagement**.
- Designed ad creatives, developing banners, videos, carousels, catalogs, and promos for every new launch every month, **boosting website traffic** and **increasing campaign sales**.

### Assistant art director

Eastgate Industries - Bareezeman, Lahore

Sep 2023 - May 2025  
In-House

- Executed and designed **creative print assets for Dubai and Pakistan**, including mall branding, billboards, magazine ads, brochures, catalogs, posters, and standees, boosting campaign success and regional brand visibility.

- Managed campaign design for every new collection launch, overseeing model selection, set design, photographers, videographers, and mood boards. **Directed 12+ campaigns**, boosting brand visibility and driving measurable marketing results.
- Collaborated with the marketing team on each product launch, analyzed ad budgets, partnered with influencers, and consistently **achieved 100% of sales targets**.
- Developed premium, brand-aligned packaging including tags, labels, boxes, and shopping bags, ensuring cohesive visual identity, enhancing the unboxing experience, and reinforcing brand perception.

Senior Designer

Tsunati - Toronto, Canada

Jan 2022 - Feb 2025  
Remote

- Led creative strategy and design for **20+ weekly one-pagers** and brand communications for global **IT and cloud providers**, ensuring consistent, high-quality deliverables.
- Boosted social media presence with targeted visual content and campaigns, driving engagement and reach.
- Designed **presentations and motion graphics** that enhanced brand storytelling and digital interaction, **presented to over 20 team members** to share insights for new project launches.
- Delivered customized visual assets for partners like Spen Storage Solutions, Tsunati, Veeam, Ariginal, and Red Hat, strengthening global marketing impact.

Creative Executive

Vowel Communications, Lahore, Pakistan

May 2020 - Jan 2022  
In-House

- Developed **creative concepts and designs** for **automotive, real estate, and FMCG sectors**.
- Delivered impactful solutions for clients such as Honda Motors, **Parkview City, Shakarganj Foods, and Syngenta**, boosting campaign success.
- Designed marketing collateral, including print ads, digital assets, and materials aligned with brand goals.
- Ensured consistency and quality across deliverables while meeting deadlines and adapting to project needs.
- Recognized for a solution-focused mindset and strong visual execution in high-profile campaigns.

Visual Designer

Farfetched Ideas , Lahore, Pakistan

Jan 2019- April 2020  
Hybrid

- **Directed creative strategy and executed design** for brand communication materials across industries, including **food, automotive, cybersecurity, data modernization**, and MLSoft clients. Produced customized visual assets for notable clients such as OMG Juices, iVedha, and Rasala.PK.
- Enhanced social media presence with targeted, visually engaging content, significantly boosting reach and audience interaction.
- Designed catalogs and animations that strengthened storytelling and digital engagement.

EDUCATION

Beaconhouse National University, (BNU)

Bachelor in Visual Communication Design  
3.34 GPA

Sep 2019 - Jun 2023  
Lahore, Pakistan

University of the Punjab

Bachelor's degree in Arts

Oct 2017 - May 2019  
Lahore, Pakistan

PROJECTS

Rasala.PK – Daily News & Blog Content

- Designed daily local/international news layouts and wrote trend-focused blog articles to drive readership.

Al Hamra Engineering Consultants – Sharjah

- Redesigned company profile with visual content and crafted content to communicate services and brand.

LANGUAGE

English (fluent)

Urdu (native)

Punjabi (fluent)