

# CURRICULUM VITAE

## Zubair Nahdi

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Abu Dhabi - U.A.E.

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### CAREER OBJECTIVE :

To pursue a career in a fast growing organization where I can contribute to the excitement of growth in a climate of challenge and change and also get the best out of it.

### PROFESSIONAL AND EDUCATIONAL QUALIFICATION :

- **10<sup>th</sup> Secondary School Certificate** (Board of Andhra Pradesh)
- **12<sup>th</sup> Civics Economic Commerce** (Board of Intermediate)
- **B.Com** - (Bachelor of Commerce with Computer Programming)
- **Diploma in Graphic Designing** (Siasat Technical Institute)
- **Diploma in Hardware Networking** (Ni-MSME – National Institute for Micro & Small Enterprises)
- **Successfully Completed Islamic Alim Fazil**

### CAREER PROFILE / PROFESSIONAL EXPERIENCE

#### Working as a Graphic Designer Cum Digital Marketing Consultant in [www.ADSMAGIK.com](http://www.ADSMAGIK.com)

Location : Abu Dhabi – UAE. (From Jan' 2019 – Till Date)

##### RESPONSIBILITIES

- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Google Ad-words, Facebook etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (**Google Analytics, Web Trends etc.**)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors

#### Worked as a Graphic Designer - DREAMEDIA PRINTING AND PUBLISHING

Abu Dhabi – U.A.E. (From May 2016 to Dec' 2019)

##### RESPONSIBILITIES

- Produce the design and production for websites, product graphics, web logos, social media graphics and banners, static and rich banner ads,
- Email campaigns, and email templates. While some projects may require directing external resources, the role is expected to be hands-on.
- Translate product positioning, existing research, and offline/online Marketing strategies into effective designs.
- Work with Director of Digital Marketing to translate and create marketing requirements into compelling, appropriate campaigns and designs.
- Manage and produce digital design work, including banner sizing and versioning.
- Translate wireframes into simple, easy-to-use User Interfaces.
- Ensure consistency of brand and creative across digital customer touch points.
- Other duties as assigned.

## Worked as a Graphic Designer - Al Dhafra Printing & Publishing

Abu Dhabi – U.A.E. (From April 2014 to May 2016)

### RESPONSIBILITIES

- Prepares work to be accomplished by gathering information and materials.
- Plans concept by studying information and materials.
- Illustrates concept by designing rough layout of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Obtains approval of concept by submitting rough layout for approval.
- Prepares finished copy and art by operating typesetting, printing, and similar equipment; and purchasing from vendors.
- Prepares final layout by marking and pasting up finished copy and art.
- Ensures operation of equipment by completing preventive maintenance requirements; following manufacturer's instructions; troubleshooting malfunctions; calling for repairs; maintaining equipment inventories; and evaluating new equipment.
- Completes projects by coordinating with outside agencies, art services, printers, etc.
- Maintains technical knowledge by attending design workshops; reviewing professional publications; and participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

## Worked as a Graphic Designer - INTER CITY PRINTING SERVICES

Abu Dhabi – U.A.E. (From July 2012 to March 2014)

### RESPONSIBILITIES

- Design and layout magazine pages, ads, brochures, flyers and marketing collateral for multiple clients.
- Finished art and pre-press of files.
- Assist Art Director with creative/conceptual ideas.
- Create web design for several clients' websites.
- Design logos and brand identity for new clients

## Worked as a Graphic Designer - [www.OZOPRINT.com](http://www.OZOPRINT.com) (Freelance Company Online)

Hyderabad – INDIA (From July 2010 to March 2012)

### RESPONSIBILITIES

- Meet with clients or the art director to determine the scope of a project
- Advise clients on strategies to reach a particular audience
- Determine the message the design should portray
- Create images that identify a product or convey a message
- Develop graphics for product illustrations, logos, and websites
- Select colors, images, text style, and layout
- Present the design to clients or the art director
- Incorporate changes recommended by the clients into the final design
- Review designs for errors before printing or publishing them

## Worked as a Graphic Designer - Compage Graphics

Hyderabad – INDIA (From July 2008 to March 2010)

### RESPONSIBILITIES

- Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.
- Create these materials by hand or by using technology, including computer software programs. Adobe's Creative Suite—including Photoshop, Illustrator, InDesign, and more is the standard in the industry and most employers expect designers to be proficient with its programs.
- Meet with clients to gain an understanding of what they want their proposed communications to look like. Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications.
- Select type size and style to enhance the readability of text and image.
- Produce drafts for review by clients and make revisions based on the feedback received.
- Review final productions for errors and ensure that final prints reflect client specifications.

## SOFTWARE SKILLS

### GRAPHIC / WEBSITE / ONLINE WEB ADVERTISEMENT



## PERSONAL DETAILS

Father's Name : OMER BIN HUSSAIN NAHDI  
Date of Birth : 18th October 1988  
Nationality : INDIAN  
Religion : MUSLIM  
Marital Status : MARRIED  
Mobile No. : +971567104270  
Nationality : INDIAN  
Religion : ISLAM

### LANGUAGES KNOWN

Good Command on Speaking | Listening | Reading | Writing skill in : Arabic, English, Hindi, and Urdu

### PASSPORT DETAILS

Passport No : N1757462  
Date of Issue : 08th Feb 2016  
Date of Expiry : 07th Feb 2026  
Place of Issue : Abu Dhabi

## VALID DRIVING LICENSE

### VALID DRIVING LICENSE - U.A.E.

License No. : 2126250  
Date of Issued : 14.08.2013  
Date of Expires : 13.08.2023  
Place of Issue : Abu Dhabi

### Valid Driving License - INDIAN

Date of Issued : 20.09.2007  
Date of Expires : 19.09.2027  
Place of Issue : Hyderabad

*In view of above, I request you to be kind enough to give an opportunity to serve your esteemed organization in the capacity mentioned above for which act of kindness I shall be very thankful and grateful to you.*

*Zubair Nahdi*