




GRAPHIC DESIGNER

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PROFESSIONAL SUMMARY

Creative and attentive to detail Graphic Designer. A problem-solver who can transform ideas into visually appealing designs. Skilled in using the Adobe Creative Suite, including Photoshop and Illustrator, and staying up-to-date with design trends. Committed to delivering high-quality work that exceeds expectations.

EXPERIENCE

SENIOR GRAPHIC DESIGNER / 24-7 INTERNATIONAL LLC

January 2024 to present

- Communicated with senior product designers and created computer-aided designs (CADs) for over 20 in-house and licensed brands, including Steve Madden, Nicole Miller, Betsey Johnson and BCBG.
- Developed graphics for B2B sell sheets for clients such as Macy's, Burlington, HSN and TJMaxx.
- Designed print-ready packaging materials including hangtags, booklets and header cards.
- Created presentations for sales meetings, tailoring the aesthetic to each one's goals and messaging.

BRAND DESIGNER & ILLUSTRATOR / SABA ZAFAR DESIGNS

January 2023 to present

- Managed a freelance graphic design business that aims to assist companies by creating innovative designs to help establish a unique brand identity and stand out in the competitive market.
- Used Adobe Illustrator and Adobe Photoshop to create branding elements and illustrations.
- Utilized knowledge of marketing, typography, color theory and successful design practices.
- Communicated effectively with clients to understand their design needs and goals, and provided creative solutions that align with their visual identity and target audience.

PHOTOGRAPHER / ZAFAGRAPHY

June 2012 to present

- Freelanced and managed all business operations for over 13 years.
- Collaborated with Brown Girl Magazine, Inc. and had a front-page editorial spread published on Refinery29.
- Stayed up-to-date with the latest trends, techniques and technology in order to deliver exceptional work.

EDUCATION

CERTIFICATE

GRAPHIC DESIGN

Pratt Institute, 2023

BACHELOR'S DEGREE

ECONOMICS & MIDDLE EASTERN STUDIES

Rutgers University - New Brunswick, 2017

RELEVANT SKILLS

- Visual communication
- Creative problem-solving
- Logo design
- Packaging design
- Illustration
- Typography
- Project Management
- Adobe Creative Suite: Photoshop, Illustrator, InDesign, Lightroom, Bridge, Acrobat
- Adobe Firefly (generative AI)
- Figma

LANGUAGES

- English – fluent
- Urdu – fluent
- Hindi – fluent
- Spanish – intermediate

