



# MAHMOOD TARIQ

## WEBSITE & GRAPHIC DESIGNER

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### ABOUT ME

Overall 6+ years in Graphic Designing, Website Development, and Digital Marketing. Served on deliverables to local and international clients (both the public and private sectors). Ensure graphics and layouts are in line with the brand theme in all fields. Proficient in adobe suite (Photoshop, Illustrator) and MS PowerPoint and WordPress, HTML 5, CSS 3. Passionate to learn new skills and work on new software each day.

### EDUCATION & CERTIFICATE

**DigiSkills** May 2022

Traning Certificate in GRAPHIC DESIGN course under DigiSkills Training Program

**TemplateMonster** Aug 2019

Successful Completion of Wordpress Certification Center

**Anz Global Soft (PVT) Ltd.** Jan 2016

Certificate in Adobe illustrator, Photoshop Wordpress, HTML, CSS, Javascript.

**Intermediate (I.C.S)** 2011 - 2013

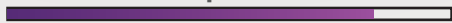
**Matric (Science)** 2008 - 2010

### SKILL

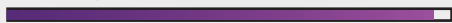
Adobe Illustrator



Adobe Photoshop



HTML 5, CSS 3



Bootstrap



Wordpress



### WORK EXPERIENCE

#### Website & Graphic Designer Insights Advisory (KSA) / PK/ Jun 2020 – Oct 2022

##### Graphic Designing:

- Develop illustrations, logos and other designs using software to create digital materials.
- Designing Deliverables for Company - Proposals, Internal and Client Reports, Social Media Posts and other documents.
- Ensure quality assurance for all documents and materials for assigned clients with corporate identity compliance, high-quality photographs, and accurate content along with maintaining the quality throughout the draft, editorial, and production phases.
- Designing the marketing campaigns hand in hand with the Digital Marketing team.
- Collaborate with the team to ensure consistency of designs across various media outlets – website, LinkedIn, Instagram, and other digital platforms.

##### Website Development:

- Created and launched 5 WordPress websites.
- Managed company WordPress website's back-end and front-end development to establish and guide websites.
- Design websites using themes, plug-ins, and other elements.

#### Web Developer & Designer ANZ Global Soft /Lahore - PK/ Jan 2016 - May 2020

##### Website Development:

- Created websites for clients using WordPress, HTML, CSS, JavaScript, JQuery, Php, and Laravel.
- Front-End Development with CSS and HTML.
- Creating websites that are user-friendly and effective.
- Solved technical problems with CSS code and PHP pages.
- Overseeing hosting environment for the website.

#### Social Media Specialist Bhulekha Tv/Lahore- PK/ Jan 2014 - Dec 2015

##### Digital Marketing:

- Website Audit, Speed optimization, Integration of website with Google Analytics and Google search console.
- Keep tracking on Websites organic, Direct and search engines traffic. Websites Load speed.
- Over the email marketing campaign and scheduled sending emails to the targeted audience.
- Assisted the business development team in attracting clients.