

ARSALAN HUSSAIN

Creative Manager | Senior Graphic Designer

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PROFESSIONAL SUMMARY

Creative Manager, Art Director, and Senior Graphic Designer with 7+ years of experience delivering high-impact branding, digital design, UI/UX, websites, and marketing creatives for startups, agencies, and international clients. Proven ability to lead creative teams, transform client requirements into compelling visual solutions, and manage projects from concept to final delivery. Passionate about creating designs that strengthen brand identity, improve user experience, and drive measurable business growth.

CORE SKILLS

Brand Identity Design | Graphic Design | Art Direction | Creative Leadership | UI/UX Design | Website & Landing Page Design | Social Media Design | Marketing Creatives | Digital Advertising | Print Design | Logo Design | Packaging Design | AI Design Tools | Creative Strategy | Team Management | Client Requirement Analysis. Design Tools : Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Canva

PROFESSIONAL EXPERIENCE

Art Director | HustleTech Solutions | May 2023 – Present

- Lead the company's creative vision across branding, digital marketing, websites, and visual communication.
- Manage and mentor a team of designers, ensuring high-quality creative output.
- Translate client requirements into strategic visual solutions aligned with business objectives.
- Oversee branding, website design, social media campaigns, and marketing assets.
- Maintain design consistency while managing multiple projects within tight deadlines.

Creative Manager | Shot Technologies Pvt. Ltd. | June 2022 – April 2023

- Managed the creative department and supervised daily design operations.
- Designed branding, UI/UX interfaces, websites, digital campaigns, and marketing materials.
- Collaborated with developers and marketing teams to improve user experience and brand consistency.
- Streamlined creative workflows to improve project efficiency and delivery.

Senior Digital Artist | HashOne Digital (Pvt.) Ltd. | October 2021 – May 2022

- Designed UI/UX interfaces, branding assets, social media creatives, and digital marketing materials.
- Worked closely with project managers and developers to deliver high-quality client projects.
- Maintained visual consistency across multiple brands and digital platforms.

Team Lead – Digital Artist | IT Pyramid | May 2021 – November 2021

- Led and mentored the design team while maintaining high creative standards.
- Reviewed creative work before client delivery to ensure quality and consistency.
- Coordinated with cross-functional teams to ensure smooth project execution.

EDUCATION

Advanced Diploma in Media Science | Arena Multimedia

Diploma in Fine Arts | Karachi School of Art

Intermediate | Completed in 2015