





SHAH MUHAMMAD BABAR



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AREAS OF EXPERTISE

- UI/UX Design
- Product Design
- Packaging Design
- Design Generalism
- Design Direction
- Typography
- Product Photography
- Media and Communications
- Marketing and Digital Platforms
- Project Management
- Visual Communication
- Branding and Public Relations

TOOLS & SOFTWARES

- Adobe Creative Suite
- Figma
- Adobe XD
- Wix
- Miro
- Invision
- Font Creator
- MS Office

WORK EXPERIENCE

Geekcartel & Salus

Jan 3rd, 2023 - Present

Creative Design Head/Design Generalist

Salus stands as a beacon for blockchain security Led by Binance Labs, tackling the most intricate security challenges through fundamental scientific research and pushing the boundaries of Web3 security.

Geekcartel, just like its name, is a venture capital firm formed by a group of geeks that comes from all corners of the crypto world and armed up to invest in promising early-stage web3 start-ups. We are dedicated to supporting these projects to help them reach their full potential.

- Responsible for managing all corporate designs for the Company, including media, visual communications (internal and external), product designing, case studies, competitive analysis, wireframing, customer stories, branding, and advertising matters for the organization
- Design Managing various international events and conferences
- Developing vital products for users, media and digital strategies
- Drafting/designing presentations, whitepaper & profiles.
- Managing corporate branding and visual reputational matters

AstrillVPN

May 1st, 2022 - Present

Creative Lead/ Product Design Expert

Astrill was founded back in 2009 as a response to increasing demand for personal VPN services by home users and travelers. AstrillVPN is a registered Liechtenstein company focused mostly towards travelers and expats, who use Astrill VPN service for encrypted and unrestricted Internet access at any time and place.

SUMMARY

I am a digital product expert focusing on branding, product design, typography, and design generalism. I'm specialist to work creatively from scratch. I have worked with numerous companies worldwide, solving their problems and catching opportunities with my unique and creative ideas, creating the next generation of digital brands and experiences. I have the ability to create the balance between great design and functional development. I can collaborate network of designers, strategists, directors, and developers to execute projects and provide valuable perspectives on work.

I have solid visual communication, product development, and design generalist background. I worked on numerous worldwide renowned projects, Branding and Promotional Campaign for "Digital Immortal Ecosystem" at United Nations. Worked on the Branding and Marketing Campaign of APEC (Asia Pacific Economic Corridor) 2018 at Papua New Guinea (PNG). Worked on the Brand Identity of Suponic (Multinational Blockchain Group) and appreciated the work by Richard Kim (BMW i8, i3 Chief Designer)

EDUCATION

Bachelor of Graphic Design

University of Management and Technology (UMT), Lahore, Pakistan

Faculty of Sciences (F.Sc.) pre-engineering

BISE Lahore, Pakistan

Certification of Motion Graphics Masterclass

Udemy online course

Certification of Fundamental of Typography

Udemy online course

Certification of User Experience Essential

Udemy online course

Suponic
Jan 2018 - March 31st 2022

▪ **Creative Design Head/Product Designer**

Suponic is a global creative technology firm with a key focusing on providing a user-friendly innovative solution coupled with exceptional customer service.

- Responsible for all visual communications, media, and marketing related tasks for AstrillVPN
- Managed marketing promotional material including digital social media campaigns, print-media publishing, promotional tool videography, and corporate branding.
- Managed, produced, and developed management solution products (UX/UI)

Barooq Studios
Jan 2016 - Dec 2017

▪ **Creative Lead/ Design Generalist**

Barooq Studios is a team of multidisciplinary digital product experts focusing on branding, UI/UX design, mobile and web development, SEO, product photography & videography. It is a digital agency having full-stack specialists to work creatively from scratch.

- Design Managing various international events and conferences
- Developing vital products for users, media and digital strategies.
- Drafting/designing presentations, whitepaper & profiles. Handled the Teams of Designers.

Icustom Boxes
Feb 2014 - Dec 2015

▪ **Head of Creative Department**

ICustomBoxes is Canada's trusted packaging company. I worked as a Creative Head of the Design Department. My responsibilities were to give directions to the design team and handle all the creative work-related product/packaging designing and branding.

- Developed and implemented key features and marketing strategies.
- Drafting/designing presentations, whitepaper & profiles. Handled the Teams of Designers.
- Direct management of Client Design Services, Facilities and give them support.

Bozail
July 2012 - November 2013

▪ **Senior Visual Designer**

Bozail Studio is a progressive website development, graphic design, and creative solutions firm based in Northeastern Pennsylvania. Art Street's mission is to provide innovative solutions for clients relying on technology to grow their business.

- Overall management of daily activities of visual designers with a team of 15+ designers.
- Preparation (and presentation) of monthly design management and reports for the Board.
- Rebranding of the ICB logo and refreshed the company image.
- Developed and implemented key features and marketing strategies.
- Developed and maintained interactive relationships with clients.

Jolta Technologies
Dec 2010 - June 2012

▪ **UI/UX Designer**

Jolta Technologies Limited was established in Hong Kong in 2009, a Development and Manufacturing facility for iPhone, iPad, Windows Phone, and Android Smartphone Games and Applications.

- Overall responsibility for all creative visual affairs and daily operations of the company.
- Direct management of Client Design Services, Facilities and give them support related to promotional graphics and visual communication.

PROFESSIONAL SKILLS

Product Design and Development execution of Management Solution

Product/Fashion Photography, Direction, Set creation and light sourcing.

Brand Identity Creation with custom typeface design with mission, vision statement, portraying brand/company with it

Packaging Design, Motion Graphics, 2d animation, Social media branding

ACHIEVEMENTS

▪ **Branding/Marketing Campaign at United Nations**

Digital Immortal Ecosystem Branding/Marketing Campaign with promotional Visual Graphics UI/UX Products at United Nations

▪ **Branding /Marketing Campaign of Asia Pacific Economic Corridor (APEC)**

Branding/Marketing Campaign of Asia Pacific Economic Corridor (APEC) 2018 held in Papua New Guinea with the presence of Prime Ministers, Presidents, Kings and Ministers.

▪ **Branding/Identity Creation of Suponic**

Branding/Identity Creation of Suponic (multinational Blockchain group) by following the rules of design and company background appreciated by Richard Kim (BMW i8,i3 chief designer)