

ALINA GHOUS

PROFESSIONAL SUMMARY:

Passionate and results-driven Graphic Designer with a flair for visual storytelling and brand identity. With years of experience in digital and print media, I specialize in crafting stunning designs that captivate audiences and elevate brands. Adept in UI/UX, photo editing, and branding, I bring creativity and technical expertise to every project. I have successfully delivered numerous projects, and several of my mobile applications are currently running on Google Play Store. Additionally, I have worked on various freelance projects, including digital campaigns and social media imagery, ensuring high engagement and visual impact. I have a deeply artistic nature and a love for paintings, arts, and crafts. I have also completed various arts and crafts projects, blending creativity with hands-on craftsmanship.

SKILLS & EXPERTISE:

- **Graphic & UI/UX Design:** Bringing ideas to life with stunning visuals
- **Branding & Visual Identity:** Crafting cohesive and impactful brand stories
- **Social Media & Digital Content:** Creating engaging and share-worthy designs
- **Photo Editing & Retouching:** Enhancing visuals with precision and style
- **Illustration & Infographics:** Delivering eye-catching and informative visuals
- **Typography & Layout Design:** Ensuring balance, harmony, and readability

🏆 ACHIEVEMENTS:

- Successfully launched multiple mobile applications, now running on Google Play Store.
- Designed intuitive and visually appealing UI/UX experiences, leading to increased user engagement.
- Developed brand identities for multiple businesses, ensuring cohesive and strong market presence.
- Managed and executed high-profile design projects across different industries.
- Recognized for delivering top-tier design solutions that align with client goals and brand aesthetics.

📁 PROFESSIONAL EXPERIENCE:

📷 Freelance Graphic Designing:

Freelance | Islamabad, Pakistan

Sep 2024 – Dec 2024

- Designed and executed a full branding and digital campaign for a lawyer, enhancing their professional image and online presence.
- Created custom visual assets for social media, improving engagement and outreach.
- Developed marketing materials, including brochures, flyers, and business cards.
- Managed and designed a full election campaign including promotional materials, banners, and social media visuals.

Freelance Photo Editor:

Zee Production | Islamabad, Pakistan

Jan 2023 – Mar 2023

- Managed and delivered creative design projects with precision and excellence.
- Enhanced photos using Photoshop and Capture One to achieve striking visuals.
- Assisted photographers in retouching, color correction, and composition.
- Curated visual storytelling through strategic arrangement of images and text.

Graphic Designer:

Seedcred | Islamabad, Pakistan

Aug 2022 – Nov 2022

- Designed engaging branding materials, including logos, letterheads, and business cards.
- Translated concepts into visually compelling designs for digital and print media.
- Developed and executed creative ideas with a focus on user engagement.

Senior Graphic Designer:

Ninesol Technologies | Islamabad, Pakistan

Mar 2014 – Aug 2017

- Led the design and execution of projects, blending artistic vision with functionality.
- Ensured brand consistency across digital and print platforms.
- Designed mobile applications, from concept to final UI for both iOS and Android, with several successfully launched on Google Play Store.
- Collaborated closely with product managers to develop intuitive user experiences.

EDUCATION:

Bachelors in Computer Arts (with majors GRAPHIC DESIGNING)

Fatima Jinnah Women University Rawalpindi Pakistan.

Sep 2010 – Jun 2014

TOOLS & SOFTWARE PROFICIENCY:

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| ▪ Adobe Photoshop | ▪ InDesign |
| ▪ Adobe Illustrator | ▪ Inpage |
| ▪ Canva | ▪ Microsoft Office |