

Hira Hamid

● Contact Information

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● Profile Summary

Creative Graphics Team Lead, Designer & Video Editor with a BS in Computer Arts and 5+ years of experience delivering high-impact visuals for digital and print marketing. Skilled in branding, animation, video editing, campaign design, and AI-powered creative tools, with proven success in leading creative teams and producing designs that enhance brand engagement. Recognized for optimizing work-flows and increasing process speed by over 40%. Adept at turning concepts into compelling visuals across health care, education, and marketing industries.

● Professional Experience

Graphics Team Lead (Senior Graphics Designer)

Ad-tivity | Creative Agency | Mar 2023 – Present

- Lead a creative team of 5 designers and video editors, overseeing design production for digital and print campaigns.
- Handled HR-related responsibilities including quarterly KPI management, leave tracking, leave encashment, and performance assessments.
- Trained team members in design tools, AI tools, and research methods, improving quality and work flow efficiency.
- Designed animated ads, social media creatives, and interactive presentations that boosted engagement.
- Optimized work-flows, increasing overall work process speed by 40%.

Video Animator

Silver Ant Marketing | Feb 2023 – Apr 2023

- Produced animated videos with text motion graphics, music integration, and transitions aligned to client briefs.
- Enhanced storytelling impact, leading to improved audience retention on campaigns.

Video Editor

Topline Marketing | Nov 2021 – Feb 2023

- Edited promotional and advertising videos with advanced techniques, including creative cuts, dynamic motion graphics and text overlays, and precise audio syncing to maximize impact and message delivery.
- Collaborated closely with the marketing and creative teams to ensure all video assets adhered to brand guidelines and met project objectives and deadlines.
- Optimized video exports for different digital platforms, managing aspect ratios, file sizes, and compression settings to maintain high quality and performance.
- Managed and maintained an organized digital asset library, including the systematic saving of all raw footage and archiving of final project files onto a shared common server for easy team access and future use.

● Education

Bachelors in Computer Arts 2016-2020

Fatima Jinnah Women University, RWP
Graduated with a Computer Arts degree from Fatima Jinnah Women University, where I cultivated a passion for innovative digital expression. Developed comprehensive skills in visual communication, digital content creation, and interactive media, consistently delivering creative solutions that merge aesthetic appeal with technological functionality.

FSC (Pre-Med) 2014-2016 Rabaat College

● Certificates

Learn UI UX Design Adobe XD : Learn User Experience Design Instructors Sayman Creative Institute

Essentials User Experience Design Adobe XD UI UX Design Instructors Marcus Menti, Zechariah Tech

UI/UX Design With Figma: 5+ Real World Projects Instructors Chetan Pujari

Complete Video Editing Course With Motion Graphics Instructors Nerding I/O, Zechariah Tech

Managing Distributed Teams: A different view on virtual management Instructors Julian Vlach Ionita

● Language

English - Fluent
Urdu - Native

Visual Learning Designer

Orenda Welfare Trust | Nov 2020 – Nov 2021

- Created 2D animated lessons for core subjects: English, Urdu, Math, and Science.
- Developed educational visuals that made e-learning accessible to thousands of students.
- Translated complex curriculum into engaging visual scripts and storyboards.
- Ensured content alignment by collaborating with educators and subject matter experts.
- Managed the complete animation process, from scripting to final video delivery.

3D Designer (Internship)

Gamezay Tech | May 2021 – Jul 2021

- Modeled 3D assets and environments for in-game use.
- Collaborated with developers to integrate visuals into prototypes.

Freelancing

- Delivered a wide range of design assets including logos, branding packages, storyboards, photo edits, and Amazon product images for local and international clients.
- Created detailed storybook illustrations and engaging standard graphic designs that met specific client needs across various industries.
- Built long-term client relationships by consistently providing quality-driven, custom design solutions.
- Managed the end-to-end design process, from initial concept and mock-up to final delivery and client feedback.

Core Skills

Design Tools:



AI Tools:

Heygen, ElevenLabs, Veo 3, Nanobanana, Sora, Freepik, Kie

Creative Expertise:

Branding, Social Media Designs, Motion Graphics, Storyboarding, UI/UX, Infographics, Video Editing, Video Animation, Product Designing, Print Media, Presentation Designing

Team Tools:

Google Workspace, Asana, GHL, Calendly

Soft Skills:

Creative Leadership, Collaboration, Adaptability, Time Management

Key Achievements

- Team Leadership: Managed a team of 5 creatives, producing 50+ multimedia campaigns.
- Project Delivery: Designed visuals that contributed to 30% growth in campaign engagement for clients.
- Innovation: Introduced AI-enhanced work-flows and motion graphics, increasing brand recall and client satisfaction.

References

Will be provided on demand

Successful Projects

Samsung E & A UAE GEC Presentation

- Secured Samsung E&A project by pitching a custom visual strategy that outperformed standard corporate templates.
- Designed and animated a high-impact presentation for the Global Engineering Conference (GEC) in the UAE.
- Influenced client brand direction by successfully leading Samsung to adopt a bespoke, premium design over their existing guidelines.
- Transformed complex roadmaps into a cohesive visual narrative, ensuring professional engagement at an international industry event.

Sellixio SaaS Platform Redesign & Branding

- Designed and built the complete Sellixio SaaS website.
- Created all custom illustrations and the brand mascot.
- Developed the fully responsive mobile interface.
- Achieved exceptional client satisfaction, earning a \$100 bonus tip.

Emiri Oud Fragrance Branding & Advanced Visuals

- Led the entire brand design, including the logo and website development.
- Conceptualized and created initial video and image assets, then delegated post-production to the team.
- Directed client greenscreen shoots for high-quality social media content.
- Used AI compositing to transform footage into superior, natural-looking images and video reels.
- Delivered assets that consistently earned high client praise.

Further successful projects and detailed case studies are provided in the full portfolio.