

UZAIR ALI

C R E A T I V E G R A P H I C D E S I G N E R

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PROFESSIONAL SUMMARY

Creative and innovative graphic design student with hands-on experience in branding, logo design, and digital content creation using Adobe Creative Suite. Strong understanding of typography, layout, and visual storytelling. Experienced in creating designs for social media, web, and print.

SKILLS

RELATED SKILLS

- Design Software: Adobe Creative Cloud (Illustrator, Photoshop, InDesign), Figma
- Web Development: HTML, WordPress, Visual Studio Code
- Workflow: Project Management Tools, Social Media Design, Print Design
- Visual Foundations: Typography, Color Theory, Layout & Composition
- Brand & Product: Branding & Identity Design, Logo Design, UI/UX Design
- Creative Assets: Digital Illustration, Asset Creation, Production Design
- Strategy: Creative Thinking, Proactive Problem Solving
- Communication: Oral & Written Communication, Client Collaboration

EXPERIENCE

Graphic Design & Video Editing

Funktasy | Remote

Mar 2026 - Present

- Created high-impact short-form video and visual content for social media platforms and marketing campaigns, supporting both internal teams and client initiatives
- Designed and published engaging **social media** content across Instagram, TikTok, and YouTube, ensuring consistent brand identity and audience engagement
- Created custom album artwork and promotional visuals for artists using **Adobe Creative Suite** (Photoshop, Illustrator, After Effects)
- Developed visually compelling graphics, layouts, and branding assets for music releases, campaigns, and digital promotion
- Produced and edited short-form visual content (Reels, TikToks, YouTube Shorts) using **CapCut** and **DaVinci Resolve** to support releases and campaigns
- Collaborated with artists and marketing teams to conceptualize and execute creative direction for album launches and **promotional content**
- Maintained cohesive **visual storytelling** across social platforms to strengthen artist branding and audience growth

Graphics Designer

The Happy Atrium | Remote

Aug 2025 - Nov 2025

The job involves designing custom T-shirts, preparing them for print, and managing an online shop. This includes adding products with

- descriptions, pricing, and images, while ensuring the store is user-friendly for customers.
- Designed custom t-shirts and stickers using tools like **Adobe Illustrator** and **Adobe Photoshop**
- Created and managed an online store using **WordPress** with **WooCommerce**
- Developed product pages, pricing strategies, and product mockups
- Managed order fulfillment, customer communication, and branding

EDUCATION

Bachelor of Arts in Graphic Design

Southern New Hampshire University | Manchester, NH

Anticipated: Aug 2026

Associate of Science in Video Game Design

Austin Community College | Austin, TX

Graduated: May 2023

PROJECTS

Promotional Flyers

- Designed a series of promotional flyers for local events and non-profits, including a high-school fundraiser and a community coffee shop grand opening
- Utilized **Adobe Illustrator** for vector illustrations and **Adobe InDesign** for typography-focused layouts and hierarchy
- Managed the full design process from concept to final print-ready assets, focusing on clear **call-to-actions** and branding

ALL STARS SPORTING GOODS Logo Design

- Conceptualization: Brainstormed ideas around brand message, audience, and symbols
- Sketching: Explored quick concepts on paper
- Digital Drafting: Built the initial structure in **Adobe Illustrator**
- Typography & Color: Selected and customized type, tested color schemes
- Iconography: Designed symbols with vector tools
- Composition: Balanced and arranged elements

Purfectly Peppy Pet

- Led end-to-end **UI/UX** design of a multi-page veterinary services website in **Figma**, from wireframing to high-fidelity prototype
- Designed **intuitive layouts** for key pages (Home, Services, About, Contact), including appointment booking and emergency contact features
- Structured content and navigation to improve user flow, engagement, and accessibility
- Applied consistent branding, **typography**, and visual hierarchy to create a cohesive user experience
- Developed **reusable components** and a scalable design system for consistency across the interface