
AMARA JAVED
**Visual Designer and WordPress Developer**
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PROFILE

A creative and multitalented web developer and graphic designer who strives to create cross-platform user-friendly websites as well as branding and other marketing materials. Passionate about examining and understanding client needs and delivering innovative projects that engage audiences. A proven collaborator, leveraging skills across industries including education, oil, information technology, beauty, law, tourism, real estate, health, and food.

SKILLS

* Excellent organization skills and keen attention to detail
* Ability to work in a team environment as well as independently
* Adept at learning
* Excellent time-management and problem-solving abilities
* Ability to effectively expose new and creative ideas

Technical Skills:Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, WordPress, HTML, CSS, Toonly, Microsoft Office (Word, Excel, PowerPoint)

Languages:Fluent in English, Hindi, and Urdu

WORK EXPERIENCE

Graphic Designer and WordPress Developer/ Moodus Media
March 2022 – Current

* Website content planning, wireframing, and designing
* Collecting, organizing, and publishing website content
* Managing digital content for all clients to ensure ease of accessibility for various projects
* Developing, and updating websites in WordPress and ensuring their cross-platform design and functionality
* Communicating and collaborating with clients and team to ensure all projects are done in a timely manner as well as meet client’s needs and requirements
* Designing logo and other marketing tools as required

Lead Designer (Freelance) / Vidor Designs

2019 – Current

* Designing and developing responsive websites
* Collecting, finding, and managing content from various resources for a variety of projects
* Updating website content as needed and testing the website across all platforms
* Coordinating with a team consisting of a programmer, content writer, photographer, and marketing manager to ensure a quality product
* Providing design and marketing solutions
* Designing logos, signs, flyers, and other marketing material

Freelance Graphics and Web Designer / Amara Javed Designs

2011 – 2019

* Managed and coordinated projects from concept through to completion
* Collaborated with clients to ensure all projects adhere to clients’ brand requirements
* Worked independently as well as in a team for various clients
* Managed important files and data for all projects and ensured cloud backups
* Designed, updated, and maintained website
* Designed logo, business cards, booklets, brochures, posters, flyers, newspaper ads, billboards, and social media campaigns
* Provided clients with print-ready files and communicated with printing companies to ensure quality control

Coordinator - Graphic/Web Designer / APSACS Secretariat

2008-2009

* Collaborated with Training & Evaluation Department to design and manage content for teacher’s training workshops including presentations, booklets, flash animations, forms, and documents
* Updated website with the latest information and content for schools and teachers through constant communication with different departments including Curriculum Planning & Development Department, Assessment & Examination Department, and Training & Evaluation Department
* Designed and published academic material for school systems such as school calendars, booklets, report cards, and exam papers as well as marketing material such as paper advertisements, greeting cards, and assorted giveaways
* Provided IT support to other departments within the organization

3D Modeler and Animator / Channel 7 communications

2006-2007

EDUCATION

**Masters in Communications Sciences (2007-2008)**

Fatima Jinnah Women University

**Bachelors in Computer Arts** (**2002-2006)**

Fatima Jinnah Women University