



# KASHAN NAZIR

MULTIMEDIA / GRAPHICS DESIGNER



## PROFILE

I am a branding consultant and a multimedia designer from Toronto Canada. Designing is my passion and I have dedicated 13 years of my professional life to the industry. I also love collecting action figures (not the ones kids are supposed to play with).

## PORTFOLIO

[www.kashfolio.com](http://www.kashfolio.com)

## CONTACT

Email : [kashan.naz@gmail.com](mailto:kashan.naz@gmail.com)  
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## TECHNICAL SKILLS

- Adobe CS
- Adobe AfterEffects
- Adobe Illustrator
- Adobe InDesign
- Adobe Dreamweaver
- UX/UI Design
- Wireframes
- UX Prototyping
- Adobe Photoshop
- Motion graphics
- Infographics
- Web design
- Wayfinding
- Video Editing
- Articulate 360
- Storyline 360
- Rise 360
- E-Learning
- Print Design
- Mobile App Design
- HTML/CSS



## EXPERIENCE

### GRAPHIC DESIGNER

**2016** **McCann Complete Medical, Toronto, ON Canada** | Sep 2016 - Mar 2019

Designed variety of promotional and education materials for multiple clients belonging to pharmaceutical, medical and marketing industry. Successfully completed multiple digital and print projects within budget. Eliminated outsourcing costs of company by introducing inhouse multimedia capabilities. Branded live events and developed E-learning modules. Worked on in-house digital applications to deliver creative solutions to clients.

### DESIGNER / PROJECT MANAGER

**2012** **Acumen Visual Group Inc. Markham, ON Canada** | Sep 2012 - 2016

Designed and managed wayfinding / environmental design projects including interior and ADA/AODA accessibility signage, donor recognition creatives and interior graphics for high profile clients including YMCA, UJA, ENTRO G+A, VIA Rail, GO Stations etc. Redesigned company's website that ensured a significant increase in client interaction online. Re-imagined marketing communication materials and presentation visuals which strengthened company's brand image that resulted in sales increase.

### CREATIVE DESIGN CONSULTANT

**2011** **Freelance Toronto, ON** | 2011 - 2012

Completed design projects for high-profile clients including Samsung, Grand & Toy, The Creative Group and Cheil. Designed print and digital marketing campaigns, developed multimedia concepts for web and interactive platforms, designed microsites and email campaigns.

### MULTIMEDIA PRODUCTION DESIGNER

**2011** **Wolfson Bell Toronto, ON** | May 2011 - Oct 2011

Designed and executed multimedia and motion graphics projects for high profile corporate events and award shows in United States and Canada. Coordinated with project manager to ensure completion and delivery of projects. Developed storyboards and design assets for projects. Created interactive DVD menus for video-published materials for clients including Ernst & Young, National Magazine Awards and ZSA.

### JUNIOR ART DIRECTOR

**2010** **DV8 Communication Markham, ON** | Jun 2010 - Dec 2010

Directed and managed art design assets for client's media campaigns and websites. Gathered design specifications from Art Director and debriefed production teams. Formulated effective promotional strategies for clients including Kraft, Toyota and Metro and provided them assistance till completion of campaigns.

### CREATIVE DESIGN CONSULTANT

**2009** **Avenview Inc. Markham, ON** | 2009 - Present

Developed and implemented E-brand solutions including but not limited to creating corporate logo, print materials and campaigns for expo shows. Launched, designed and maintained entire e-commerce website of the business. Successfully designed, launched and maintained company's product catalog.

### MANAGER E-BRANDING

**2009** **Globewyze Inc. Richmond Hill, ON** | Mar 2009 - Dec 2009

Designed corporate and e-commerce website for the company and remained actively involved in business development. Developed and delivered graphic design solutions to clients. Created project proposals and presented design ideas to potential clients for print and web.

### PROJECT COORDINATOR / GRAPHICS DESIGNER

**2006** **C.K. Worldwide Inc. Lahore, Pakistan** | 2006 - 2009

Created web, ecommerce/ print graphic designs and mockups for potential clients. Gathered requirement specifications from clients and developed cost effective and efficient solutions. Coordinated with the project management to outline process flows. Liaised with clients on project status and development.



## EDUCATION

**ADVANCED DIGITAL DESIGN (2011)**  
GEORGE BROWN COLLEGE

**MBA (2006)**  
UCP, LAHORE

**DIPLOMA IN WEB DESIGN (2003)**  
COMSIT, LAHORE

**BCS (2004)**  
UCP, LAHORE



## SKILL RATING

BRANDING	9 / 10
WEB & PRINT DESIGN	9 / 10
PROJECT MANAGEMENT	8 / 10
CODING	6 / 10
MOTION GRAPHICS	7 / 10