

# Asif Akhtar

2216 - 280 Wellesley Street East, Toronto, ON M4X 1G7  
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## Profile

An experienced Graphic Designer, with a background in branding, visual identity, marketing collateral, corporate communications, packaging, direct mail, campaign development, print production, photography and web site design; team player offering time management, organizational and interpersonal skills

## Technical Expertise

Software Applications: Adobe Cs3 (Photoshop, Illustrator, InDesign, Flash, Dreamweaver, Fireworks, Acrobat), QuarkXpress, Corel Draw, Microsoft Office, UPC Tools and Harlequin RIP  
Web Development Tools: XHTML, CSS, JavaScript and ActionScript  
Operating Systems: Macintosh and Windows

## Experience

GRAPHIC DESIGNER 2007 - 2008  
Technology Element, Toronto

- ✓ Developed design concepts for visual identities, marketing collateral, packaging, direct mail, print and outdoor advertising campaigns
- ✓ Prepared printer ready artwork, design mockups, reviewed proofs, pre flight checks, proofreading, copy writing and editing
- ✓ Managed digital photo shoots, colour correction, working paths, image manipulation and editing
- ✓ Established usage guidelines for branding and corporate identities
- ✓ Conferred with marketing department concerning project requirements
- ✓ Communicated with clients, translated brand and business objectives into strategic design solutions
- ✓ Prepared and delivered presentations to clients and account managers
- ✓ Conceptualized and executed web site designs, site maps, wire frames, navigation systems, content, flash animation, web graphics, audio, video and interactive elements

ART DIRECTOR 2002 - 2006  
KS Pad & Print, Toronto

- ✓ Managed art department, artwork development, print production, imagesetting, scanning, film development and digital printing
- ✓ Supervised graphic artists, designers and illustrators
- ✓ Created design templates, paper/PDF proofs, and vector art redraws
- ✓ Provided layout and design for promotional, direct mail and specialty advertising items
- ✓ Met with clients to discuss marketing objectives, artwork requirements and provided recommendations
- ✓ Communicated with suppliers and vendors
- ✓ Maintained, organized art files and prepared daily backups

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## Experience

ART DIRECTOR 2000 - 2001  
AdLink Advertising, Dubai

- ✓ Developed concepts and media strategies for advertising campaigns
- ✓ Designed print advertisements, billboards, posters, brochures, invites, trade show booths, direct mail, POP/POS items and visual identities
- ✓ Prepared and delivered presentations to clients and account managers
- ✓ Created printer ready artwork, reviewed film separations, printer proofs and supervised artists, illustrators and photographers
- ✓ Worked on productions with photographers, film and music directors
- ✓ Conducted brain storming sessions

GRAPHIC DESIGNER 1998 - 1999  
Orient McCann, Islamabad

- ✓ Designed magazine/newspaper advertisements, posters, billboards, newsletters, flyers, brochures, catalogues, logos and stationary items
- ✓ Developed final layouts and production art work
- ✓ Actively participated in brain storming sessions
- ✓ Participated in client-agency meetings
- ✓ Developed storyboards

## Education

Bachelor of Arts  
Visual Communication Design