



SANA KALEEM

SENIOR GRAPHIC DESIGNER
(Org.Branding & Advertisement designer)

ABOUT ME

Hello, I'm Sana Kaleem, a senior graphic designer with a rich background of 6 years in multinational companies. I bring a wealth of experience in crafting compelling visual narratives, transforming ideas into stunning designs. Let's elevate your brand through creative excellence

CONTACT

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SOFTWARES

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
AFTER EFFECTS

PROFILE LINKS

[HTTPS://WWW.BEHANCE.NET/SANADESIGN1](https://www.behance.net/sanadesign1)

[HTTPS://WWW.LINKEDIN.COM/IN/SANA-KALEEM-CREATIVE-HUB-65911B193/](https://www.linkedin.com/in/sana-kaleem-creative-hub-65911b193/)

ACHIEVEMENT

SUCCESSFULLY COMPLETED THE
BRAND MANAGEMENT: STRATEGIES FOR A STRONG BRAND
COURSE, 24 JUNE 2024

CONFERENCE ATTEND, ACCA (PAKISTAN LEADERSHIP CONVERSATION)
KULSUM INTERNATIONAL HOSPITAL, 25TH JANUARY 2024

SUCCESSFULLY ORGANIZING AWARENES SEMINAR ON
BREAST CANCER , NATIONAL UNIVERSITY OF MODERN LANGUAGES,
14TH DEC 2017

SUCCESSFULLY COMPLETED THE E-ROZGAAR TRAINING IN
CREATIVE DESIGN, COURSE TRACK
FROM 10TH AUG 2020 TO 09 NOV 2020

PARTICIPANT , NUML BUSINESS PLAN COMPETITION
(CARE BUCKET APP) IN 2017

EXPERIENCE

Senir Graphic Designer KULSUM INTERNATIONAL HOSPITAL ISLAMABAD

2023 - Present

- **Brand Management:** Established and maintained the visual identity and brand guidelines for both KIH and KIHS, ensuring consistency across all touchpoints.

- **Print & Digital Design:** Created visually appealing designs for a wide range of print and digital materials, including newsletters, internal communications, patient education visuals, and event collateral.

- **Internal Communications:** Designed and managed communication assets like newsletters and company profiles, ensuring clear and impactful messaging for staff and stakeholders.

- **Promotional Materials:** Developed promotional content for hospital events, expos, and health fairs, aligning with organizational objectives.

- **Project Management:** Led multiple design projects simultaneously, coordinating deadlines, managing budgets, and collaborating with marketing teams, copywriters, and external vendors.

- **Stakeholder Collaboration:** Incorporated feedback from various departments to enhance design quality and align with organizational goals.

Senir Graphic Designer THE MAIDAAN MARKETING

April 1 - Aug 31 2023

- Develop and maintain the visual identity and brand consistency for the construction company.

- Create visually appealing designs for both print and digital collateral, including brochures, reports, and online platforms.

- Design promotional materials such as banners, signage, and advertisements to enhance the company's marketing efforts.

- Create engaging visuals for the company's website, social media, and other digital platforms to enhance online presence.

- Work closely with marketing teams, project managers, and other stakeholders to align design efforts with overall company objectives.

Senir Graphic Designer FOURASOL PVT LTD ISLAMABAD

July 2022 - May 2023

(<https://primomoto.es/en/>)

- Develop and maintain the visual identity and brand consistency across all design materials.

- Design print materials such as product catalogs, brochures, and promotional banners.

- Create digital assets for online campaigns, social media, and the company website

- Work closely with the marketing team, product managers, and other stakeholders to understand and fulfill design needs.

- Design booth graphics and promotional materials for trade shows and product exhibitions.

- Edit and produce product videos, promotional content, and advertisements.

- Incorporate motion graphics and visual effects to enhance video content.

Senir Graphic Designer OC ANALYTICA (USA)

Nov 2021 - July 2022

- Develop and maintain the visual identity and brand consistency across all design materials.

- Design print materials such as product catalogs, brochures, and promotional banners.

- Create digital assets for online campaigns, social media, and the company website

- Work closely with the marketing team, product managers, and other stakeholders to understand and fulfill design needs.

- Design booth graphics and promotional materials for trade shows and product exhibitions.

Senior Graphic Designer BF TECHNOLOGIES PVT LTD

Jul 2021 - Nov 2021

I worked As a Senior Graphic Designer for a well-known Edu Tech company in Islamabad, Pakistan, with a client portfolio that includes prestigious educational institutions and organizations.

Allama Iqbal open university

Szabist University

Karakoram international University

TEVTA Punjab

TEVTA KPK

Punjab women development Development

University of Lakki marwat

Gilgit baltistan rural support program

RESPONSIBILITIES AND DUTIES

- Ensure consistency in visual branding across all materials and platforms for both the edu tech company and its partner institutions.
 - Create bilingual content, including graphics, infographics, and visual elements, to effectively reach and engage diverse audiences.
 - Design educational materials, presentations, and resources that align with the curriculum and educational goals of partner institutions.
 - Manage design projects from concept to completion, ensuring timely delivery and adherence to quality standards.
 - Lead a team of graphic designers, providing guidance, feedback, and fostering a collaborative and creative work environment.
- Edit and produce product videos, promotional content, and

INTERN Graphic Designer TECHNERD NYC

MAY 2021 -JULY 2021

I worked As a INTERN Graphic Designer for a well-known company in Pakistan, with a client portfolio that includes prestigious organizations.

Taj Residencies

Four square

Domination heights

Repower

Voice marketing

Pani

Apex Gold Mall

RESPONSIBILITIES AND DUTIES

- Establish and maintain hospital visual identity and brand guidelines.
Create visually appealing designs for print and digital materials.
- Design internal communication materials like newsletters and presentations.
Develop clear and informative visuals for patient education materials.
- Create promotional materials for hospital events and health fairs.
Work closely with marketing teams, copywriters, and other designers.
- Manage multiple design projects, coordinating deadlines.
- Incorporate stakeholder feedback and make necessary revisions.
Manage design project budgets, including printing and external services.