

Abdeen Warsi

Senior Graphic Designer

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www.abdeenwarsi.wixsite.com/portfolio

A results driven, self-motivated and resourceful designer with an ability to successfully translate desired moods, messages, concepts and underdeveloped ideas into imagery. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief.

Looking for a new and challenging position, which will make best use of my skills and experience and also further to my personal and professional development.



Work Experience

May 2019

Till Date

20too Licensing (Dubai, UAE)

Senior Graphic Designer

Product Design and Development, 3D Modeling, Package Design, Graphic Design, Retail Display Concepts, Exhibition Design, Micro Sites, Social media, Small Promo Videos in Adobe AE for Social Media and TVCs, Video Editing in Adobe Premiere, Motion Graphics, presentation boards, catalogs, mock-ups, Innovative Designs for FMCG, CPG, Stationery/School Supplies/Novelty, Toys, Fashion, Apparels, Cosmetic and Sports Items.

Licenses: Hasbro (*MLP, Power Rangers, Transformers, NERF, Play-Doh & PJ-Masks*), Rovio, E-One, IMPS, SEGA and Discovery.

May 2013

April 2019

Toy Triangle Co. (Dubai, UAE)

Head of Graphic Design

As a Head of Design Department, I have a creative team that plays an important role in maintaining standards with top International toy brands in terms of branding and promotions in retail.

The role is both strategic and operational in nature and encompasses the following:

- Development of concepts for design projects internally and externally (without violating the style guide, if required).
- Working on time based projects with internal and external clients, proposing designs, and understanding brand/client requirements.
- Coordinating the development of marketing strategy from a creative vantage point in accordance with the brand/client's objective and budget limitations.
- Work with the marketing to develop exclusive social content & accompanying strategies to engage existing customers and build new ones tap into both innovative ideas and proven past experiences to strengthen engagement of customers key social platforms.

Scope of Work:

Retail Brandings, Product Activation, Events & Promotions, Collaterals, ATL, BTL, TTL, 3D, Pop-ups, Packaging, Exhibition, Social Media Design and Online Marketing & Media Support.

Since I started working with Toy Triangle, I implemented many changes that save the company over 25%+ monthly on their advertising costs.

Brands: Disney, Dream Works, nickelodeon, Cartoon-Network, MBC3, Warner Brothers, Marvel, Mattel.

Clients: Toys R Us, Hamleys, Kiddy Zone ELC toys and The Toy Store.

April 2012 till

March 2013

Crystal Webtech (Lucknow, India)

Designer and account executive

Website Development, Hosting, Domain Registration, Online Advertising, Retail Branding, Outdoor Advertising, Event & Promotions, Project Management and BTL.

October 2007 till

February 2012

Euro Signs LLC (Abu Dhabi, UAE)

Senior Graphic Designer

Retail Branding, Outdoor Advertising, Holdings and Banners, Event & Promotions, Traffic Signs, Sign Structures, Costing, Project Management and BTL.

Clients: ETA, Gasco, DOT, Abu Dhabi Municipality, RTA, Ghantoot Transport and Saif Bin Darwish.

February 2006 till

August 2007

Mega Trends Advt. (Lucknow, India)

Senior Graphic Designer

Retail Branding, Outdoor Advertising, Holdings, Banners, Event & Promotions, Indoor Displays, Logo Designing, Collateral, 3D, Wide format printing and Vehicle branding.

Clients: ITC India, Pepsi, Coca Cola, Samsung, Wills, Tata Namak, Tata Indicom, Hutch and Uttar Pradesh Government Departments (LDA, Avas Vikas, Up Tourism and UP police)

May 2003 till

December 2005

Bharat Advertising Co. (Lucknow, India)

Graphic Designer



Software & Skills

Logo Design & Brand Identity

Logo Design | Corporate Branding | Stationery Design (Letterhead, Business Cards, etc.) | Style Guide

Design & Development

Art Direction | Graphic Design | Web/Responsive Design | SEO | Interface / UI Design | Micro Site | Icon Design | Management & Consultation | Animation | Interaction Design | Banner Ad Design | Social Media Design | Online Advertising & Media Support | Mobile Applications Interface Design | Interaction & Navigational Design | User Experience | Information Architecture | Exhibition/Event & Promotion Design | Photography | Motion Graphics | Product Designing & Development

Print

Promotional Material | Brochures | Business Cards | Label & Packaging | Flyers | Posters | Collateral Design | Book Covers | Banners | Shopping Bag | Vinyl Wrap | T-Shirt | Flag | Leaflet | Manual Design | Coupon | Ticket | Sticker

3D Modelling (Retail)

3D Retail Concept & 3D Mockups (in store - out store) | 3D Graphics | Poly Modeling | Exhibition Stand Design | Mall Display Window | Pillar & Wall | Play Area | Event

Understanding Client needs & Brand requirement | Project Management

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Flash Animation

Adobe Lightroom

Adobe Dreamweaver

Adobe Premiere

Adobe After Effects

Cinema 4D

Autodesk 3Ds Max / AutoCAD

WordPress

PHP MySQL

HTML, CSS & jQuery

Unity Game Engine

Java & C Sharp

Ms Office

Photography

Communication

Creativity

Teamwork

Organizational

Leadership

Team player



Languages

- English (Full Professional Proficiency)
- Hindi (Native)
- Urdu (Native)
- Arabic (Elementary)



Hobbies

- Photography
- Cooking
- Listening Music
- Watching Informative Videos
- Reading Articles
- Online Learning

Retail Branding, Outdoor Advertising, Holdings, Banners, Event & Promotions, Indoor Displays, Exhibition Stand Designing, 3D, Wide format printing and Vehicle branding.

Work For: Reliance, Airtel, Honda Bike, Bajaj Scooter, Sahara India and Uttar Pradesh Government Dept. (LDA, RTO, Up Tourism, SP and BSP)

January 2002 till
April 2003

FI Designing Studio (Lucknow, India)

Started Career as Freelance Graphic Designer

Logo Designing, Typography, Website Designing, Branding, Digital Art, Posters, Stationery Designing, Newspaper and Magazine Ads.

(Started working on Photoshop-7 & Illustrator-10)



Education

- **Bachelor of Computer Application (BCA)**
All Institute of Engineering & Managements
- **Advance Multimedia Specialization (AMS)**
SAM InfoTech, Lucknow – India.
- **Diploma in Computer Application**
ICL, Lucknow – India.
- **Object Oriented Programming in C++**
Asset International, Lucknow – India.
- **Advance Diploma in AutoCAD and 3DS Max**
CAD Center, Lucknow – India.
- **Diploma in Computer Hardware & Maintenance**
Microchip, Lucknow – India.
- **Principles of Project Management (Certificate)**
Polytechnic West Australia (online – Open2Study.com)
- **The Art of Photography (Certificate)**
RMIT University Australia (online – Open2Study.com)
- **Pursuing – Android Developer Course**
From UDEMY (Largest online learning portal)



About Me

- **Nationality**
Indian
- **Current Location**
Dubai, on Employment Visa
- **Marital Status**
Single
- **Date of Birth**
15 February 1982
- **Driving License**
Holding UAE LMV driving License.



Portfolio

- **Online Design Portfolio**
<http://abdeenwarsi.wix.com/portfolio>
<https://www.behance.net/abdeen>
- **Product Design and Packaging**
<https://abdeenwarsi.wixsite.com/portfolio/productdesign>
- **3D Modeling**
<https://abdeenwarsi.wixsite.com/portfolio/3dmodeling>
- **Motion Graphics**
<https://abdeenwarsi.wixsite.com/portfolio/motiongraphics>
- **Online Photography Portfolio**
<http://abdeenwarsi.wix.com/photography>
<https://500px.com/abdeenwarsi>
- **Offline Portfolio**
PDF attached.