

# Maria Khadim *Graphic Designer*

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📍 Dubai, UAE

📁 Portfolio

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## Profile

An innovative and detail-oriented Graphic and UI Designer with **3 years** of experience, excelling in crafting visually compelling **social media content, logos, and promotional materials** that resonate with audiences. Proficient in **Figma**, Adobe **Illustrator**, and **Photoshop**, I bring a deep understanding of **typography** and **design principles** to create cohesive branding that stands out. Passionate about developing **creative designs** and formulating impactful design strategies, I stay ahead of market trends to ensure fresh, modern visuals. I thrive in collaborative environments and consistently exceed expectations, delivering user-friendly interfaces and engaging brand systems that elevate brand presence.

## Professional Experience

### Graphic Designer

08/2022 – present | Lahore, Pakistan

Maillogic [✉](#)

- Created highly engaging **promotional, transactional, and marketing email templates** for a diverse range of clients, focusing on driving engagement and conversion.
- Specialized in visually appealing designs using Adobe Illustrator and Photoshop, ensuring **brand consistency** across all digital platforms.
- Developed **cohesive branding strategies** by integrating **typography and modern design principles** into social media content, logos, and promotional materials.
- Designed **user-friendly interfaces for web and email**, utilizing Figma for creating intuitive layouts and enhancing user experiences.
- Managed and curated **content for social media platforms**, collaborating closely with marketing teams to execute creative strategies and maintain a consistent brand identity.
- **Edited and optimized visual assets** to increase customer engagement, always staying aligned with the latest market trends to keep the designs fresh and impactful.

## Skills

Photoshop	● ● ● ● ●	Illustrator	● ● ● ● ●
Figma	● ● ● ● ●	Typography	● ● ● ● ●
Color theory	● ● ● ● ●	Ui/ux design	● ● ● ● ●
Client relations and feedback	● ● ● ● ●	Prototyping	● ● ● ● ●
Communication and collaboration	● ● ● ● ●	Attention to detail	● ● ● ● ●

## Projects

### Sigtalk [↗](#)

*Communication Beyond Words with Real-Time Sign Interpretation*

**Designed user-interface** for a innovative video chat application aimed towards enabling mute individuals more accessible communication by real-time sign language interpretation during video-conferences.

### Vibesenergy [↗](#)

**Designed engaging conversion page** for Vibes Energy. Smooth conversion experience helped the business to observe significant growth in successful leads and hence achieve targeted growth.

### Pak Thai Restaurant [↗](#)

**Designed a sleek, minimalistic website** using Figma, enhancing the online presence and customer interaction for Pak Thai Restaurant.

### Jagassar Group [↗](#)

**Designed visually appealing official site** for Jagassar Group enhancing their customer trust by showcasing their success stories using creative and engaging design elements.

### ASTI Academy Media Campaign [↗](#)

Designed **social media posts, story graphics, brochures, flyers, and advertisement posters** to maintain brand consistency and engage audiences.

## Education

### Bachelor of Computer Science (BSCS)

11/2020 – 06/2024 | Lahore, Pakistan

*Government College University* [↗](#)

## Certificates

### Graphic Designing (UI/UX) [↗](#)

Through my certification in Graphic Design (UI/UX), I gained expertise in color theory, typography, and design principles. I also developed hands-on skills in tools like Illustrator, Photoshop, Figma, and Adobe XD, enabling me to create visually impactful and user-friendly designs.