

# EJAZ SHABBIR

## Senior Graphic & Web Designer | Generative AI Specialist / Digital & Ecommerce Content Creator / Video Editor



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### EXPERIENCE

#### **Creative Designer (E-commerce Digitizer)**

Swiss Arabian Perfumes (www.swissarabian.com/)

09/2015 - Till Date    Shaqaeq Tower, Al Taawun, Sharjah - UAE

- Product shooting and editing using latest AI Generative Apps.
- Creative Content Creations for Luxury perfumes for Group's International websites across the globe.
- Designing of company corporate catalogue, brochures and media print queries.
- Handling of Group E-commerce sites / portals (Digital content creation for social media and e-commerce).
- Performing task-oriented responsibilities including Social media content creation, Graphics/ Multimedia and Web designing.
- Regular updating and maintenance of company's websites, ensuring that they are always up-to-date all products are update with digital assets.
- Video Editing for commercials of Swiss Arabian Perfumes. Photography of luxury products in in-house studio facility.
- Designing pitches and presentations for the sales teams. Keeping up to date with new software, post-production techniques & industry trends.
- Producing graphic content for site re-skins, page layouts, email designs, marketing campaigns and video banners, marketing assets etc.

#### **Senior graphic & web designer / E-commerce Executive / Digital Content Creator**

Binghalib Group of Companies (www.binghalib.com)

03/2015 - 08/2025    Al Qusais Ind. Area 4, Dubai - UAE

- Managing and designing of Group Companies sites development using Content Management System (CMS) and Group Media Presentations.
- Designing of company corporate catalogue, brochures and media print queries.
- Handling of 3 E-commerce sites / portals (Fully operations handling)
- Updating the social media contents of all group websites on FB, Twitter, Instagram and LinkedIn.
- Performing task-oriented responsibilities including Social media content creation, Graphics/ Multimedia and Web designing.
- Regular updating and maintenance of company's websites, ensuring that they are always up-to-date and functioning smoothly.
- Managing our hosting services and overseeing the domain portal for optimal performance.
- Designing pitches and presentations for the sales teams.
- Keeping up to date with new software, post-production techniques & industry trends.
- Producing graphic content for site re-skins, page layouts, email designs, marketing campaigns and video banners, marketing assets etc.
- Designed user-friendly website interfaces, enhancing user experience and boosting site traffic by 30%.

### SUMMARY

Highly skilled and innovative Creative Designer with a proven track record of delivering classic design solutions. Experienced in developing comprehensive rebranding strategies, creating user-friendly websites, and producing engaging social media campaigns. Adept at driving brand recognition, increasing customer engagement, and achieving measurable results through visually stunning designs. A good team player who thrives on creating engaging creative solutions, is deadline orientated and has the ability to produce detailed technical specifications from client requirements. A quick learner who can absorb new ideas and can communicate clearly and effectively.

### OBJECTIVE

Creative professional with 17+ years of experience in graphic design, digital branding, e-commerce, and multimedia production. Skilled in creating high-impact promotional materials, corporate presentations, and user-focused web experiences with expertise in e-commerce platforms and payment integrations. Passionate about delivering innovative creative solutions, enhancing brand presence, and contributing to a collaborative, growth-oriented organization.

### SKILLS

- Adobe Light Room    Adobe Animate
- Adobe Illustrator    Adobe After Effects
- Adobe Photoshop    Adobe Premier Pro
- Final Cut Pro    Figma    Canva Pro
- Email Marketing (Mailchimp)    CMS
- Infographics    CSS    HTML    SEO
- Digital Marketing and Google Analytics
- Wordpress    Shopify    Woocommerce
- Microsoft Powerpoint    Google Slides

## EXPERIENCE

### Senior graphic & web designer

United Canada Inc. ([www.unitedcanadainc.ca](http://www.unitedcanadainc.ca))

📅 11/2010 - 02/2015 📍 Al Shafar Inv. Building, Al Khail Road - Dubai

- Working with a multinational company with its offices in Canada, Italy, England, China, Africa, Muscat and UAE.
- Managing, producing and designing projects from brief to fulfilment
- Designing & creating marketing & e-marketing materials on a range of projects.
- Ensuring consistency in a clients corporate and promotional brands Presenting finalized ideas & concepts to clients, colleagues and senior managers.
- Creating original artwork for short and long term projects Involved in designing advertisements, brochures, handouts, flyers and online graphics.
- Performing task-oriented responsibilities including Graphics & Web designing.
- Updating and maintenance of company's websites regularly.
- IT installations and troubleshooting with client side email configurations in Middle East Offices.
- Attending Exhibitions and seminars.
- Creating motion graphics for social media campaigns.

### Graphic Designer

Amco Apparel mfg. Co. ([www.amco.ae](http://www.amco.ae))

📅 03/2009 - 11/2010 📍 Umm al Quwain Free Zone - UAE

- Working with an iso certified company exporting garments to USA, Canada, Europe and Middle East.
- Designing artwork on the basis of client requirement, catalogue, brochures, newsletters etc.
- Performing task-oriented responsibilities including Graphics & Web designing.
- Updating and maintenance of company's website regularly.
- IT installations and troubleshooting & with client side email configurations.
- Stay updated about the latest developments in the design industry.
- Attending Exhibitions and seminars.

## CORE COMPETENCIES

- Proficiency in Adobe Creative Suite (Illustrator, Photoshop etc.)
- Mastery in Advance AI Generative Apps with speed & Accuracy
- Expertise Digital Marketing and SEO
- Strong graphic design & video editing skills
- Ability to create and implement branding strategies
- Proficiency in creating animated videos & motion graphics
- Experience in mobile application design (UI/UX design)
- Knowledge of HTML/CSS
- Ability to work collaboratively with a team
- Strong understanding of social media marketing
- Experience in creating infographics
- Proficiency in responsive web design
- Ability to create visually appealing brand identities
- Experience in creating interactive prototypes
- Knowledge of current design trends and technologies
- Strong communication and presentation skills
- Ability to manage multiple projects simultaneously
- Strong problem-solving skills
- Creativity and innovation with attention to detail
- Experience with conversion rate optimization.

## AI TOOLS


Mid-journey 

Adobe Firefly 

Envato Labs 

ChatGPT 

## LANGUAGES

English   
Advanced

Arabic   
Conversational

Urdu   
Advanced

## THE ACADEMICS

Bachelor Degree

University of the Punjab

📅 1997-1999 📍 Lahore Pakistan

- (Applied Mathematics & Physics)
- B.Sc. Degree

HSSC (Pre-Engineering)

Govt. Islamic College Civil Lines

📅 1993-1996 📍 Lahore Pakistan

SSC (Science)

Govt. High School Mozang Lahore

📅 1991-1993 📍 Lahore Pakistan

## FURTHER INFO

🌐 **Digital Portfolio**  
[www.behance.net/ejazshabbir](http://www.behance.net/ejazshabbir)

🌐 **Social Network**  
[www.linkedin.com/in/ejaz-shabir-71206421/](http://www.linkedin.com/in/ejaz-shabir-71206421/)

👤 **Availability of joining**  
Immediate Joining (Own Visa)

## ADDON

UAE Driving License

## REFERENCES

References will be furnished upon request.