

Shayan Tahir - Professional Graphic Designer

Karachi, Pakistan

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## Professional Summary

Innovative and detail-oriented Graphic Designer with extensive experience in creating compelling visual content for both local and international clients. Proven expertise in branding, digital advertising, esports graphics, and video ad creation. Adept at transforming concepts into visually engaging designs that drive engagement and enhance brand identity.

## Core Competencies

- Logo Design (Minimalist, Mascot, Esports)
- Social Media Graphics (Instagram, Facebook, LinkedIn)
- YouTube Thumbnails & Channel Banners
- Esports Player Cards & Tournament Visuals
- Motion Graphics & Video Ads Creation
- Custom On-Demand Design Projects
- Brand Identity & Visual Storytelling
- Print Media (Flyers, Posters, Business Cards)

## Technical Proficiency

- Adobe Photoshop & Illustrator
- Canva Pro
- CapCut (for animated ads)
- Figma (for UI & collaborative designs)

## Professional Experience

### Freelance Graphic Designer

Self-Employed | Remote | 2022 - Present

- Delivered over 500+ high-quality design projects across various niches
- Developed brand logos, social media posts, and esports visuals for international teams and creators
- Created engaging YouTube thumbnails with high click-through rates
- Produced ad creatives and promotional videos for marketing campaigns

## Education

Intermediate in Pre-Engineering

SSAT College / The Educators School - Karachi

## Portfolio Highlights

- Designed esports branding and player cards for international tournaments
- Developed high-converting social media and video ads for fitness professionals
- Created YouTube channel branding for content creators and vloggers

## Languages

- English (Professional Proficiency)
- Urdu (Native Language)

## Availability

Open to freelance projects, part-time or full-time roles in graphic design, branding, or digital advertising.