

# SAIRA SYED

## Project Manager/Design lead

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## PROFILE

I am a marketing/creative professional with expertise in digital media as senior design lead my role explains me as leader who led the team by bringing great ideas and execution. My goal is to support organizations that value creativity and innovation as essential to their success.

## EXPERIENCE

### **Graphic Designer/ Photo Editor at Studio 22** **Jan, 2025 - Mar, 2025**

I have the responsibility of graphic design & photo manipulation.

### **Project Manager & Design Lead at Softnox Technologies Pvt Ltd** **2023 – 2024**

I was leading a small team of illustrator and designers. Managing all design related projects and lead the team for final deliveries of books published on different platforms. Ensuring that each team member is utilized according to their strengths.

### **Project Coordinator/Sr. Designer at OMAIS O3** **2021 – 2023**

Worked as a Sr. Designer/Project Lead handled projects, marking their deadlines managing with the team coordinating with marketing team for smooth delivery. Work closely with the marketing manager and marketing team to increase brand awareness, drive customer acquisition, retention and engagement while ensuring consistency of brand messaging.

### **Marketing Designer at OMAIS O3** **2019 – 2021**

Worked as a marketing designer handled all graphic related tasks including stationary design, newsletter, brochure and social media posts. Developed marketing campaigns to increase brand awareness and customer acquisition.

**Illustrator at IAL Saatchi & Saatchi,  
2017 – 2019**

Managed projects development till closure. Also worked on illustrations and branding. Utilized Adobe Creative Suite to create complex vector graphics that increased the overall quality of the product.

**EDUCATION**

**Karachi University**

**Graduate in Design**

Bachelor's in graphic design from Visual Studies department.

**SKILLS**

Communication Skills

Customer Service

Ability to Work in a Team

Microsoft Office

Computer Skills

Effective Time Management

Ability to Multitask

Critical thinking and problem solving

Leadership Skills

Fast Learner

Adobe Creative Suite

**COURSES**

Fundamentals of Digital Marketing

**Google Digital Garage**

Communicate your ideas through storytelling and design

### **Open Classrooms**

How to Build Credibility as a Leader

### **LinkedIn learning**

Leadership Mindsets

### **LinkedIn Learning**

## **HOBBIES**

Painting, travelling, learning new techniques, enjoy food