

ZULFEQAR ALI

Senior Graphic Designer | Brand & Visual Designer
Creative Strategist | **8+ Years Experience**

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Portfolio : <https://zulfeqarali.in> | [behance.net/zulfiqaridrisi](https://www.behance.net/zulfiqaridrisi)

PROFESSIONAL SUMMARY

Senior Creative Designer with 8+ years of experience in branding, digital campaigns, marketing creatives, social media, email, print, and packaging across FinTech, Healthcare, Advertising, and D2C. Strong at turning business goals into clear, engaging visual communication.

CORE SKILLS

Branding: Brand Identity • Visual Design • Brand Guidelines • Creative Direction • Campaign Design

Marketing: Social Media • Performance Creatives • Email • Meta Ads • Landing Pages • Marketing Collateral

Design: Packaging • Print • Presentation • Infographics • UI Creatives • Visual Storytelling

Tools: Photoshop • Illustrator • InDesign • After Effects • Figma • Adobe XD • CorelDRAW • WordPress • Firefly

EXPERIENCE

IndiaLends | Gurugram

Senior Creative Designer / Creative Lead

05/2022 - Current

- Lead creative design across **brand, social media, email, RCS, and marketing campaigns**.
- Create performance-focused creatives supporting **customer acquisition and engagement**.
- Partner with marketing, product, and business teams on **multi-channel campaigns**.
- Build consistent visual communication and simplify complex financial information through **infographics and data-driven design**.

Jiva Ayurvedic Pharmacy Ltd. | Faridabad

Senior Creative Designer

04/2021 - 05/2022

- Led creative execution for **healthcare products and digital/offline campaigns**.
- Designed **packaging, labels, brochures, catalogs, website UI, and social media creatives**.

Different Advertising | Riyadh, Saudi Arabia

Senior Graphic Designer | Print Manager

05/2019 - 04/2021

- Led creative and print production for large-scale advertising campaigns and delivered **20+ exhibition branding projects**, including banners, standees, catalogs, and outdoor creatives.

Digixito Media Pvt. Ltd. | Noida

Senior Graphic Designer | Visualiser

07/2018 - 05/2019

- Developed branding solutions for multiple clients across industries.
- Created campaigns spanning digital, social, print, and outdoor media.
- Delivered end-to-end creative solutions from concept to production.

EDUCATION

Mahatma Jyotiba Phule Rohilkhand University (Mayfair College Moradabad)

Bachelor of Arts in English Literature & Political Science

2015 - 2018

Troop Institute | Moradabad

Associate Degree in Graphic Design

2014

Uttar Pradesh Board | Moradabad

High School & Intermediate

2011 - 2013

Achievements

- **You WeCan Foundation**, 2018, For **creative excellence and contribution** to social initiatives.
- **Kingdom Holding**, Saudi Arabia, 2019, For **outstanding creative work** during advertising campaigns.
- **IndiaLends**, 2023, Recognised for **ethical conduct and professional commitment**.