

ATEEB HUSSAIN SHAH

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PERSONAL STATEMENT

A highly competent and collaborative mid-level Graphic Designer with over 6 years commercial experience, seeks the next evolutionary step to further develop managerial attributes and explore new unique design concepts. Has a strong background in print design, digital media and email marketing, generating projects with high attention to detail and visual flair, from inception to final delivery. An adept communicator with the ability to convey ideas clearly to clients, providing cohesive and proficient design solutions in a deadline-driven environment.

RELEVANT WORK EXPERIENCE

Jun 2013 - Present | www.CRUISE.co.uk

Job Title: Senior Graphic Designer

Cruise.co.uk is Europe's Leading Cruise Travel Agent and as a Designer here, I predominantly create email marketing material (both html and image based) for major cruise lines such as Royal Caribbean, Celebrity & P&O Cruises. These are then sent to a database of 700,000 potential consumers which also account for over 8 million unique visits annually to the main website.

In addition I am involved with conducting interviews, training and supporting Junior Designers, creating brochures, html/image based banners, branding, info graphics and any other web based artefacts the product and online marketing team require. Each project demands attention to detail, high level of visual sense and a fast turnaround with emails being designed, approved and sent on the same day. This shows my ability to constantly work under pressure, maintaining multiple projects without compromising quality, in conjunction with other secondary tasks.

Jan 2013 - Jun 2013 | SupaPrint

Job Title: Lead Graphic Designer

Employed as a creative designer primarily to generate design ideas and transition them into print ready artwork. I was also in charge of re-branding the company's image across multiple formats such as stationary, literature and web-based work.

Mar 2012 - Present | Freelance (Allur Media)

Job Title: Creative Designer

My passion is also my hobby. Since my one-year placement I have been undertaking local projects whenever the opportunity arises. This keeps my software skills refined, increases my experience level and allows me to research and experiment new design processes/software's.

Dec 2011 - Jun 2012 | Web Solutions UK

Job Title: Graphic/Web Designer and Consultant

A small establishment where each member was required to be competent with all aspects of work, carrying out various tasks as well as their key roles. My role included meeting clients face-to-face, gaining user requirements, designing and implementing web projects where needed (from mock up to final product) and producing any marketing material i.e. business cards, booklets and folders using software from the Adobe Suite. Also, working here has increased my understanding of Search Engine Optimisation (SEO) and the business facet of the online sector.

July 2008 - July 2009 | Ambinet Ltd

Job Title: Graphic and Web Designer

Worked in three areas of design; Web Design, Graphic Design and Digital Print. I developed various software skills to produce static/dynamic websites, posters, magazines, business cards, leaflets, folders etc. at a professional level for various client campaigns. Also, working and liaising with clients daily has further enhanced my communication skills, interpersonal skills, customer care skills, conflict resolution and time management (working to tight deadlines).

TECHNICAL & KEY SOFTWARE SKILLS

Expert

- Adobe CC InDesign
- Adobe CC Illustrator
- Adobe CC Photoshop
- Adobe CC Bridge
- Adobe CC Dreamweaver (HTML & CSS)
- Mac & Windows OS
- Microsoft Office Suite

Intermediate

- QuarkXPress 8.5
- Sony Vegas Pro

Basic

- Adobe CS5 Flash
- Rhino 4.0

Design Proficiencies

Aesthetic and composition sense, colour sense, project management, critical thinking, creating HTML email templates, setting and maintaining corporate branding, expert typography, user-centred design, conceptual mock-ups, photo re-touching, free-hand sketching, stationary design, large-scale design, layout skills, digital print, meticulous design approach, creative and analytic thinking, following design protocols, proof reading, knowledge of SEO.

ACADEMIC QUALIFICATIONS

2006 - 2011 | Coventry University

MSc Industrial Product Design

Major Project: What aspects of daily living are most compromised by complete paraplegic disability?

Modules: Product Innovation, Product Design, User Centred Design, CAD Modelling, Creative Studies and Modelling and Simulation.

BSc Multimedia Computing (1st Class Honours)

Major Project: To what extent would multimedia or digital based signage improve tourism in the Coventry City Centre?

Modules: Designing for Usability, Logic and Sets, Digital Media, Photography - the Digital Image, 3D Modelling and Animation, Interactive Pervasive Computing and Using Adobe Flash.

Both degrees have encouraged strong analytical and design skills and have focused substantially on developing research methods and problem solving techniques. As a result I have become competent in various aspects of multimedia computing while the MSc has shown my ability to successfully adapt into a new field and independently create high quality pieces of work.

2001 - 2006 | Trinity High School & 6th Form Centre | A-Levels and GCSE's

- I.T. (B), Maths (C), Design (C)
- 10 GCSE's (A* - A)

OTHER WORK EXPERIENCE

Aug 2007 - Oct 2009 | Currys

Job Title: Sales Representative

My job role involved customer interaction which was a key aspect. Going through this process augmented my communication skills, interpersonal skills, customer support and persuasive skills. I was required to help customers with any enquiries face to face and over the phone whilst giving a professional service, operate all the till functions (e.g. refunds, exchanges, sales, delivery, online credit agreement etc.) and achieve weekly/monthly sales targets, which I successfully did.

ACHIEVEMENTS

- Awarded Coventry University Postgraduate Merit Scholarship.
- Silver Award for involvement and participation as a Course Rep at Coventry University.
- Social Entrepreneurship Summer School Certificate at Coventry Business School.
- Arts Award in recognition of outstanding services at Trinity High School & 6th Form College.

INTERESTS

- Reading design magazines such as the Creative Review helps inspire my own creations as well as keeping me up-to date with the latest ideas and innovations. I also use online tutorials in my spare time to further enhance and hone my software skills i.e. Adobe Illustrator and Photoshop.
- Other hobbies and interests include playing football, cricket, camping and rock climbing, reading fictional and non-fictional books and kayaking. In the past I have acquired a number of trophies in various sports competitions (badminton, football and cricket) held at the local youth club.

REFEREES

Available upon request.