

Kanza Syed

VISUAL COMMUNICATION DESIGNER

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Lahore, Pakistan

View my Portfolio at
kanzasyed.com

PROFESSIONAL SUMMARY

Communication Designer with over a year of experience in branding, identity design, digital illustrations, motion graphics, and visual storytelling. Proficient in industry-standard software, I deliver high-quality projects in both freelance and collaborative settings. Seeking to leverage my design expertise in a role that contributes to company's growth and offers engaging and evolving projects.

KEY COMPETENCIES

Illustration & Branding	Adobe Creative Suite	Procreate	Mindful & Human-Centered
Typography & Layout Design	Photoshop, Illustrator	Figma	Creative Problem Solving
Motion Graphic Design	Aftereffects, Indesign	Wordpress	Growth Oriented

PROFESSIONAL EXPERIENCE

Graphic & Motion Designer

09/2023 - 09/2024

Destinations Media

- Handled diverse visual design needs, including animated content for app and social media, digital illustrations, print design for events, branding and identity design for collaborative campaigns
- Defined visual design standards for their future projects to follow
- Collaborated with external teams on small to large scale projects
- Designed Lahore tourism branding campaign with Walled City of Lahore Authority (WCLA)
- Created print materials for events like ThinkFest 2024

Design Intern

08/2022 - 09/2022

Happa Studios

- Employed on a portfolio-basis
- Created branding and identity design
- Produced social media designs for clients

EDUCATION

Bachelor of Design in Visual Communication Design

2019 - 2023

Beaconhouse National University, Lahore

PROJECTS

Branding Campaign Design

2024

Lahore Tourism Campaign for WCLA

Inclusive Design for Community Spaces

2023 - Present

Design Belonging - A Humanity-Centered Project

PERSONAL INTERESTS

Writing Poetry, Short Stories & Visual Essays, Collecting most engaging website experiences, Hand-lettering