



# ASIF ALEEM

## MANAGER GRAPHICS

A designer, blogger and entrepreneur.  
Founded online communities including  
thedesignwork.com & freebiesgallery.com.  
Self-motivated and innovative individual  
with over 9 years of experience.

- Lahore, Pakistan
- [dezinework@gmail.com](mailto:dezinework@gmail.com)
- +92 300 66 44 708
- Married
- [facebook.com/asiphh](https://facebook.com/asiphh)
- [linkedin.com/in/asifaleem](https://linkedin.com/in/asifaleem)
- [thedesignwork](https://twitter.com/thedesignwork)

### FOUNDER

[thedesignwork.com](https://thedesignwork.com)  
[freebiesgallery.com](https://freebiesgallery.com)

## EDUCATION

- 2011** Masters in Multimedia Arts  
*First Class*  
National College of Arts  
[youtube.com/watch?v=aitGp8LEvdk](https://youtube.com/watch?v=aitGp8LEvdk)
- 2006** Diploma in Design  
Arena Multimedia
- 2004** eACCP  
Aptech Certified Computer Professional
- 2003** Photoshop & Corel Draw  
Certification from Aptech Computer Education
- 2002** Web Design & Development  
Certification from Nikon

## AWARDS

- 2013** 5 Years Excellence Award  
i2c Inc
- 2011** Special Performance  
i2c Inc
- 2009** Special Performance  
i2c Inc
- 2009** Winner Poster Design Competition  
Ghulam Ishaq Khan University
- 2003** Award of Excellence  
Aptech Computer Education
- 2003** Winner Web Competition  
Aptech Computer Education

## PORTFOLIO

[dribbble.com/asifaleem](https://dribbble.com/asifaleem)

## PROFESSIONAL HISTROY

- MANAGER GRAPHICS, I2C INC** JUNE 2012 - PRESENT  
Managing a team of designers: responsible for all web, print, mobile and tablet projects from start to end. Projects include UI & UX design, SEO, Social Media Marketing and WordPress (CMS) management.
- TEAM LEAD GRAPHICS, I2C INC** JUNE 2009 - JUNE 2012  
Worked closely with designers & developers to ensure all on-going work was completed according to the requirements using latest design trends and best coding practices.
- SR. GRAPHIC DESIGNER, I2C INC** NOV 2007 - JUN 2009  
Worked on web design, front-end development, print campaigns, video editing and flash animations for online and offline modes.
- SR. GRAPHIC DESIGNER, E-COMMERCE 123** AUG 2006 - NOV 2007  
Transformed complex, high quality PSD designs into hand-coded standards compliant with CSS/XHTML. Worked directly with clients to update and maintain their websites.
- GRAPHIC DESIGNER, ACACIA CREATIONS** MAR 2004 - AUG 2006  
Worked on corporate identity, flash animated & HTML based web design & development.

## SKILLS

WEB DESIGN & DEVELOPMENT

UI & UX DESIGN, PRINT

HTML/CSS, SEO, WORDPRESS

SOCIAL MEDIA MARKETING

PROJECT MANAGEMENT

## TOOLS

ADOBE PHOTOSHOP

ADOBE ILLUSTRATOR

ADOBE DREAMWEAVER

ADOBE FLASH

HTML/CSS