



Ali Shahbaz Mehdi

MADDI (pref)

Creative, UX Designer

Full working rights in Australia

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// I believe design is an experience. //
& I aspire to create better experiences. //

EXPERIENCE:

Catwalk.com.au
Creative & Digital Designer
2017 - Present

- Prototyping UX/UI for different areas of website.
- Managing multiple websites (Magento, WordPress)
- Creating HTML/CSS pages.
- Email marketing campaigns, automations and flows.
- Multiple home brands management across all mediums and locations.
- Packaging & promotional print & digital media
- *Rebranded Catwalk® Identity*
- *Established brand trust & experience with multiple marketing strategies.*
- *Increased customer retention and subscriber rate with marketing campaigns and ideas.*
- *Designed & simplified store check-out and mega-menu for a seamless shopping experience on desktop and mobile.*

Harperflux Advertising Agency
Art Director
2015 - 2016

- Led a team of 7 creatives.
- Managing & maintain home brand and various client brands.
- Talking to clients and converting their ideas into creative briefs.
- Direction & concept development for advertising campaigns.
- Making sure all outgoing media produced is up to the highest standards and adhere to brand guidelines.

Spectrum VMLY&R Advertising Agency
Concept Developer
2014 - 2015

- Conceptualising creative ideas for print & digital advertising.
- Identity Designing, Print, ATL, BTL Media Designing
- Converting creative briefs into deliverables / media.

Freelance Graphic Designer 2009 - 2013
Gexton Software House, Pakistan Graphic Designer 2007 - 2011

- Web design & development
- Identity Design
- Digital Media Design
- WordPress Management

EDUCATION:

University Of New South Wales, Australia
Master Of Design - 2019

Centre Of Excellence In Arts & Design, MUET, Pakistan
Bachelor Of Communication Design - 2014

TECHNICAL:

Adobe Photoshop
Adobe Illustrator
Adobe XD
WordPress, Magento, HTML/CSS
Mailchimp, Klavio, Drip

I have a special ability to grasp on new applications intuitively, if you wish to use a particular EDM, CMS or Prototyping system.

SKILLS:

Concept Development	UX / UI Design
Wireframing/Prototyping	Creative Media
Design Thinking	Brand Identity Design
Sketching	Physical / Rapid Prototyping

SOFT SKILLS:

Experience working in dynamic / agile environment.
Team lead / Project management
Collaborative / Co-design practices
Can juggle between multiple projects.
Can take lead on one project and see to its completion.
Have an eye as an Art Director, with an empathetic lens when needed.
An approach to Design as an experience.
Ability to work on print, digital, space, product, service.
Sometimes very good at bad puns.
I'm trilingual = ability to look at things from multiple perspectives.



Fb.com/ShahbazMehdiDesign



Instagram.com/as.maddi



Linkedin.com/in/enked



Behance.com/enked



Tinyurl.com/Portfolio-SM



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Last updated 2016