

Saim Qazi

SENIOR ART DIRECTOR

🌐 <https://www.linkedin.com/in/saimqazi/>

✉ saim.ejaz06@gmail.com

☎ +92 323 3456 448

STUDIES

PROFILE

As a highly skilled and experienced Senior Art Director in a global agency, my robust portfolio showcases my exceptional creativity and attention to detail. I excel in conceptualizing and executing impactful campaigns that align with business objectives, while leading and mentoring junior team members. With strong client relationships and a passion for staying up-to-date with industry trends

SKILLS

Photoshop



After effects



Illustrator



Wordpress



LANGUAGES

URDU

Native

ENGLISH

Fluent

DUTCH

Intermediate

EXPERIENCE

BBDO PAKISTAN OCTOBER, 23 - CURRENT
SENIOR ART DIRECTOR

Leading a dynamic team in shaping the creative direction for PepsiCo Beverages including 7UP, Mirinda, Mountain Dew, and Sting. Orchestrating innovative campaigns and visual strategies to ensure alignment with brand objectives, resulting in impactful market presence.

OGILVY PAKISTAN FEB, 23 - OCTOBER, 23
SENIOR ART DIRECTOR

Led a creative team and directed visual strategies for Nestle Nutrition, orchestrating impactful campaigns and guiding brand initiatives. Delivered innovative design solutions, ensuring alignment with brand objectives and market needs

BBDO PAKISTAN 2020-2023
ASSOCIATE ART DIRECTOR / SENIOR
GRAPHIC DESIGNER

Led creative direction for Morris Garages Pakistan, Rose Petal Professional, and Tulip, revitalizing brand identities and spearheading successful campaigns.

TIME AND SPACE MEDIA 2019-2020
CG ARTIST / GAME DESIGNER

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