



Syed Mubarak
Design Manager/Lifesight

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Portfolio

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About

I'm passionate about making every interaction a chapter in a story worth telling a story that begins with the brand & becomes a memorable part of the customer's own narrative, Equipped with skills in design and drawing, alongside enjoying time with my daughter and a robust sense of humor, my perfect day includes a balanced mix of these four elements.

Key Role Area

- Hiring, training, Mentoring and managing the creative teams.
- Building and evolving the brand and it's style guidelines.
- working with external parties for various projects
- Output and quality of all creative work.

Experience

Lifesight

Design Manager
Mar 2024 - Present

Lead Visual Designer
Mar 2023 - Mar 2024

Senior Visual Designer
May 2021 - May 2023

- Created Visual identities for DTC Drive and Moda
- Product Designing (UX Research, User Flow, User Testing and Iterating on the solutions)
- Website and Social rebranding for lifesight and factori.
- Digital Ads, Office Murals and other marketing collaterals.

Workindia

Senior Visual Designer
2019 - 2021

- Did a Brand revamping (Branding, Logo Design)
- Took a lead on UI designs of website, Hiring Application and Job search application for playstore.
- Designing ads for Taboola, Hotstar, Inmobi, Facebook, Google (Static images, Gif and Animated youtube video ads)

Inbloom (A Canadian Startup)

Senior Visual Designer
2018 - 2019

- Started leading a team of 2 junior designer and 1 illustrator
- Creating Visual Identity (Logo design, website, PPTs, Social media creatives)
- UI design for an eCommerce App
- Email Designs

Mercedes-Benz Research and Development India

Graphic Designer
2017 - 2018

- Took a lead on designing marketing and Event Engaging Collaterals for
“Digital Transformation Event at MBRDI”
- Internal Social Community website
- PPTs and Brochure

Ad2pro

Graphic Designer
2016 - 2017

- Majorly designing print ads for Fairfax Media company
- Got exposure to design ads for International Clients (Ford, Mitsubishi, Toyota, Fairfax News Media (New Zealand and Australia))

Education and Achievements

Arena Animation

Diploma in Multimedia | 2013 - 2015

2015 Arena Animation Creative Minds Winner in Visual Effects (Supported in matte painting) - [Check it out](#)

Designboat School

UIUX Certification Program (6 Months) |
May 2020

Created My First 3d Avatar library and launched it in product hunt (700+ Downloads in Gumroad + Figma) - [Check it out](#)

Govt PU College

12th

Created a 125+ A to Z logo library with (100+ Downloads in Gumroad + Figma) [Check it out](#)

KK English High School

10th

Iconscout Contributor (Contributing unique illustrations)- [Check it out](#)

Software

- Figma
- Adobe Creative Cloud (Photoshop, illustrator, aftereffects)
- Procreate
- Midjourney
- Adobe Firefly

-----Thank you -----