

ALIM ZHUMABAIULY

GRAPHIC DESIGNER

Toronto, Ontario | +1 (437) 533-2334 | azhumabajuly@gmail.com | [Portfolio](#) | [LinkedIn](#)

PROFESSIONAL SUMMARY

Graphic Designer with 1.5 years of experience in a professional marketing agency and brand environments. Proven ability to deliver high-volume, deadline-driven marketing collateral across social media, digital advertising, and print. Proficient in Adobe Creative Cloud and Figma. Experienced in collaborating with art directors, copywriters, social media managers, and performance marketers to produce work that aligns with brand guidelines and converts.

WORK EXPERIENCE

Graphic Designer

Jul 2023 – Nov 2023

Qamalladin Media (QM) — Full-Service Marketing Agency | Full-time, In-person | 1,000+ influencers; clients include Samsung, Nestlé, Yandex

- Produced 100+ on-brand social media visuals across 2–3 concurrent client accounts in industries such as fintech, telecom, and food delivery, maintaining full brand consistency using the brand's style guide across every deliverable under tight agency deadlines.
- Collaborated directly with art directors, the creative director, senior designers, motion designers, copywriters, performance marketers, and social media managers within a structured agency pipeline — incorporating feedback quickly to meet client standards and approval cycles.
- Contributed to concept development and creative brainstorming sessions with the creative department and full marketing team for client campaign launches and live events.
- Created 50+ additional assets, including presentations, posters, and merch designs for agency clients, influencer content, and internal brand use.

Graphic Designer

Nov 2023 – Feb 2024

MoTea — Japanese Dessert Café Franchise | Full-time, Remote | 10 Locations Nationwide

- Served as the sole graphic designer for a 10-location franchise, designing over 100+ social media graphics, motion designs, menus, packaging, email design, web banners, and promotional materials across every location, maintaining a consistent brand identity
- Extended a newly established brand book into a practical, repeatable design system by creating original templates and applying consistent rules across menus, packaging, and digital assets
- Developed performance marketing creatives in collaboration with an SMM and paid media specialist, supporting Instagram ad campaigns that achieved an estimated ~2% conversion rate.
- Managed multiple concurrent design projects across all 10 locations simultaneously, self-prioritizing workload and meeting deadlines independently.

Freelance Graphic Designer

2024 – Present

Self-Employed

- Designed performance marketing creatives for Instagram ad campaigns across diverse client industries, including fashion, hospitality, events, and retail, in collaboration with a performance marketing specialist
- Produced multiple A/B-testable ad variations per campaign, adapting quickly across varied brand identities and creative directions to support data-driven optimization.

Visual Development Artist (Co-op)

Dec 2024 – Apr 2025

Lakeside Animation — Canadian Animation Studio | Co-op internship | Ontario Creates | Blue Ant Media

- Contributed to pre-production visual development for a professional short-film production, creating character and environment concept art to a fully rendered 3D environment.
- Maintained visual consistency across all concept developments, ensuring cohesion across multiple iterations and revision cycles.
- Developed skills in composition, visual hierarchy, 3D modeling, and color theory through hands-on work within a structured production pipeline alongside experienced directors and artists.

EDUCATION

Centennial College — Game Art

Jan 2024 – Apr 2025

Ontario College Diploma — Toronto, Ontario

SKILLS & TOOLS

Tools & Software: Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects), Figma, Canva, Microsoft Office Suite (PowerPoint, Word), Trello, Slack

Design Skills: Social Media Design, Brand Identity & Visual Consistency, Typography & Layout, Presentation Design, Motion Graphics, Press-Ready File Preparation, Web Design & Digital Asset Production, Brand Guidelines & Style Guide Development, Brand systems, Responsive Design, Image editing & Color grading, Digital Illustration, Sketching, 3D Modeling

Marketing & Campaign: Performance Marketing Creatives, Paid Social Ad Design (Instagram/Meta), Art Direction Collaboration, SMM Creative Support

Soft Skills: Multi-Project Management, Cross-Functional Team Collaboration, Attention to Detail, Fast-Paced Deadline Delivery, Creative Brainstorming & Ideation