



NEHDIA SANA

UX Designer | Illustrator | Fashion Designer
| CLO 3D Designer | Pattern Expert | Graphic Designer

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Faisalabad

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EDUCATION

Bachelors in Fashion Design and Technology

National Textile University,
Faisalabad
2020-2024

Diploma in Graphic Design

NFTP
2020-2021

Diploma in Amazon VA

TEVTA
2020-2021

SKILLS

- Teaching and Communication
- Adobe Creative Suite (Adobe Photoshop+Illustrator)
- Figma
- MS Office
- Team work
- Corel Draw
- Attention to detail
- Traditional Painting, Sketching
- CLO 3D
- Pattern Making
- Fashion Draping
- Fashion Illustration
- Sewing/
stitching/Embellishment

ABOUT ME

As a passionate graphic and fashion designer with over 4 years of experience, I create eye-catching and innovative designs for branding, social media, advertising, fashion collections, and digital printables. My detail-oriented approach and love for creativity ensure each project stands out and connects with its audience. Skilled in Adobe Creative Suite and other design tools, I turn ideas into stunning visual realities. My portfolio, showcasing my diverse work, stands as a testament to my expertise and dedication. Always learning and adapting, I thrive in collaborative settings that push my creativity. Let's bring your vision to life together.

WORK EXPERIENCE

Creative Lead at MANIFESTELITE TRADING FZ-LLC (UAE)-(Remote)-Present

- Led all creative projects and campaigns, managing graphic design and social media activities.
- Collaborated with various departments to ensure creative consistency and quality in promotional strategies.
- Delegated tasks within the creative team, conducted regular brainstorming sessions, and integrated industry trends into marketing strategies.
- Maintained strict confidentiality of social media credentials and adhered to privacy terms.

Wall Art Graphic Designer at POP Creations, (NYC, USA)-Remote-2023-2024

As a Fashion Wall Art UX Graphic Designer at Pop Creations, I specialize in creating trending fashion wall art. My design process begins with thorough research, understanding the product, competitors, and customers. I then move to ideation, journey mapping, and developing personas. Sketching rough designs on paper based on this research allows me to evaluate and refine each concept. Through this detailed approach, I ensure every piece resonates with our audience and stands out in the market.

Fashion Designer and Pattern Maker at Impetus Motor wear exporters, Sialkot-2023

As a fashion designer in the biker jacket industry, I research trends and develop original concepts, selecting appropriate materials and creating detailed sketches. I collaborate with pattern makers to produce prototypes, oversee fittings, and ensure quality control.

LANGUAGES

- ENGLISH
- HINDI
- PUNJABI

Sadaqat Mills limited, Faisalabad-2022

As a fashion designer in ethnic wear production, I focused on creating digital designs that honor traditional aesthetics while incorporating modern trends. My duties included researching cultural trends, developing original patterns and motifs, and creating detailed digital sketches.

Freelancer at Upwork-2019-Present

- Specialize in video editing, digital paintings, technical drawings, and tech packs for international clients.
- Design logos, fashion illustrations, caricature arts, business cards, social media posts, cover pages, and coloring books.
- Utilize Adobe Illustrator and Adobe Photoshop to deliver high-quality graphics tailored to client needs.
- Committed to meticulous attention to detail and creative excellence in every project.

REFERENCES

Ahmad Talal - +971 55 258 4084
Hiring Manager at Sadaqat Mills Limited

Hafiz Shabbir- +92 308 8860860
CEO at Impetus Motorwear Exporters