



SIRAJUL
MUNEER

GRAPHIC DESIGNER

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EDUCATION

JUNIOR COLLEGE
WOV HS (1999/2001)

POST GRADUATE DIPLOMA IN
MULTIMEDIA
Auriga College of Multimedia (2002/2003)

SOFTWARE SKILLS



KEYSKILLS

- CREATIVITY
- TYPOGRAPHY
- BRANDING
- PRINT & DIGITAL
- SOCIAL MEDIA
- PACKAGE DESIGN
- MARCOM

INTERESTS



Football Driving Travel Photography



PROFILE

PG Diploma in Graphic Designing, determined to become a promising professional in the domain of Graphic Designing. Creative designer with 15 years of UAE experience in various industries. Extensive experience with conceptualizing and managing digital marketing campaigns over social media and other mediums. Specializes in re-branding projects, where vast knowledge of package design, marketing and copy writing can be applied. Drafts own ideas using programs Adobe Creative Suite, such as Photoshop, InDesign, Illustrator and Lightroom.



WORK EXPERIENCE

GRAPHIC COMMUNICATION DESIGNER

IKEA - DUBAI, UAE.(Temp. Contract)/ DUBAI, UAE (2021 FEB -2021 AUG)

Creating and designing in-store visual communication that conveys the benefits of the IKEA Concepts, completes and enhances range presentation using proven solutions, recommended principles, guidelines and directions. Creating and designing external marketing campaigns, advertisements, events and communication strategies to generate creative directions that inspire and surprise store visitors through the IKEA visual and verbal identity. Deliver high quality graphic solutions throughout the store. Plan, implement and follow up all projects in the store based on work briefs developed by Sales managers and Com& In manager. Ensure that all graphic communication supports the IKEA visual Identity, IKEA trademark and IKEA pricing as described in the IKEA manuals.

GRAPHIC DESIGNER & CREATIVE LEAD

MERLIN DIGITAL / DUBAI, UAE (2017-MAR 2020-APR)

- Worked as a collaborative member of the communications team, advocating for excellent brand representation across the department.
- Drive cross-functional design alignment by holding design reviews, interpreting and negotiating design requests to incorporate into design to be produced.
- Conceptualizing & design of all Merlin products packaging & product manuals.
- Direction to design layout to the cross-functional photo studio, review, provide feedback & approve final photography for packaging.
- Delegate tasks to the 3 members of the design team and provide counsel on all aspects of the project.
- Content owner of design guidance in the execution style guides, production guides & specific Documentation.
- Brand development & Graphic design of marketing materials such as Merlin in-store partner branding, Catalogue, online ads, web banners, printing & publishing.

SENIOR GRAPHIC DESIGNER

JUMBO ELECTRONICS / DUBAI, UAE (2008-FEB 2017-MAR)

- Lead in the design, development, and implementation of the graphic, layout and production communication materials while helping company cut their costs by an average of 80%.
- Supervise the assessment of all graphic materials in order to ensure quality and accuracy of the design.
- Create and design layouts and final artworks for all kinds of advertising such as digital & offset printing media.
- Developed numerous marketing programs (Logos, Campaign concepts, Newsletters, Pamphlets, Brochures, Bags, Labels, Designing promotional items like Price tags, POP, POS, Posters, Banners, Notice boards, Signage, Posters & Branding for Showrooms).
- Design and release newspaper ads for the major daily in UAE.
- Design and develop draft advertising text and layouts as part of campaign materials.
- Design & develop assets for E-Commerce website.
- Social media advertising and campaigns on Facebook, YouTube & Twitter.

GRAPHIC DESIGNER(TEAM LEADER)

PARIS GROUP INTERNATIONAL / DUBAI, UAE (2005-SEP 2007-DEC)

- Designing In Store collateral like Price tags, POP, Posters, Banners and window displays.
- Researching lifestyle & design trends and make sure designs appeal to the target audience
- Helping in designing layouts for the in store visual representation.
- Producing design ideas for displays & developing floor plans.
- Coordinating store display in line with brand guidelines & strategy.
- Designing Restaurant/Coffee shops menus.

GRAPHIC DESIGNER(INTERN)

THAI GROUP / CALICUT, INDIA (2003- JUL 2004-DEC)

This intern-ship has taught me to interpret client needs and to design solutions with high visual impact. Additionally, it has broadened my creative, artistic and technical horizon. Also made me highly proficient in key abilities such as teamwork, constructive criticism, handling commitments and meeting deadlines.