



IMRAN HAROON

Creative Director

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About Me

Innovative Creative Art Director with 18+ years of experience driving impactful campaigns and leading teams. Top influencer on LinkedIn in the Brand and Graphic Design category, showcasing my expertise. Skilled in leveraging emerging technologies, including AI, to streamline workflows and deliver innovative solutions. Also serves as a Strategic Training Director, mentoring aspiring designers through structured learning paths.

Core Skills & Expertise

- **Adobe Creative Cloud Suite** (Photoshop, Illustrator, Firefly)
- Canva
- Branding & Identity Design
- Motion Graphics
- UI/UX Design
- Social Media Campaigns Design
- Strategic Creative Direction
- Creative Team Leadership
- Project & Stakeholder Management
- Design Training & Mentorship
- Influencer marketing

Experience

Creative Director

2025– Present

Global Group

Responsibilities

- Lead the creative direction and design execution for branding, digital, and marketing projects, ensuring alignment with client objectives and company vision.
- Planned and delivered UI/UX design strategies that supported both user needs and business goals.
- Worked with product, engineering, and marketing teams to create smooth, user-friendly digital experiences with a consistent look and feel.
- Built and maintained design systems and processes to keep designs consistent, efficient, and easy to scale.
- Direct and manage the use of design tools and software (Adobe Creative Suite, Figma, etc.) to deliver high-quality creative assets.

Creative Art Director

2019– 2025

Logoitech

Responsibilities

- Lead the development of innovative creative concepts across all media platforms, including social media, utilizing advanced tools in Adobe Creative Cloud to deliver high-quality visual solutions.
- Collaborate with cross-functional teams and project managers, providing creative direction and ensuring seamless integration of design elements.
- Transform creative briefs into visually compelling concepts, executing designs that meet client objectives and exceed expectations.
- Mentor junior designers, providing technical guidance on design techniques and project development to foster professional growth.

Creative Art Manager

2016– 2019

Logoitech

Responsibilities

- Led multidisciplinary design teams to deliver high-impact branding and visual solutions.
- Oversaw creative direction across projects, ensuring consistency and design excellence.
- Collaborated with global clients to transform ideas into compelling visual identities.

Achievements

- Delivered 1000+ high-impact design projects for global clients
- Won 100+ international design contests in branding and identity design
- Trained 1000+ design students and educators; developed advanced graphic design & UI/UX courses

Education

- Bachelor's in Arts**
2002 - 2004 - University of the Punjab
- Diploma in IT & Creative Design**
2001 - Aptech College
- Diploma in 3D Design**
2000 - Nexus School of IT

Certifications

- Effective Leadership & Business Communication**
2025 - HP
- Facebook Fast Track Program**
2017 - Facebook

Experience

Head of Design Training & Development **2021- 2024**
NFTP (National Freelancing Training Program)

Responsibilities

- Led and mentored trainers, ensuring high teaching standards and performance.
- Designed and updated course curricula to enhance learning outcomes.
- Evaluated training centers and trainers, providing feedback for continuous improvement.

Lead Graphic Design Training Specialist **2017- 2021**
E-Rozgaar

Responsibilities

- Provide instruction for assigned courses, including preparation for in-class or online/distance education activities, evaluation of students' work, and offering consultation to students.
- Maintain accurate records of classes and other documentation required by the Erozgaar Department.
- Follow the course outlines as filed in the instruction office to ensure consistency and alignment with program objectives.
- Assist students by providing guidance on the requirements for successful achievement in their respective areas of expertise.

Senior Graphic Designer **2009- 2016**
Design8

Responsibilities

- Design web and print media graphics, including creating interface designs for mobile applications and developing mobile websites.
- Mentor and lead a creative team of designers, overseeing the production of innovative and high-quality graphics.
- Collaborate closely with clients across global markets, including the Middle East, America, Europe, and Australia, ensuring their vision and objectives are met.

Graphic Designer **2006- 2009**
Varioline Kitchens

Responsibilities

- Create concepts and designs for web and print media, including branding, marketing materials, corporate literature (brochures, flyers, banners, stationery), website design, logo design, exhibition collateral, and internal communication materials (posters, newsletters).
- Ensure all projects are delivered in accordance with client briefs, brand guidelines, accessibility standards, and technical specifications.
- Designed modular kitchens, focusing on space planning, functionality, and visual aesthetics tailored to client needs