

ZOREEN KHAWAJA

COMMUNICATION DESIGNER

PORTFOLIO WWW.ZOREENKHAWAJA.COM

PROFESSIONAL HIGHLIGHT

SKILLS

- Project Management
 - Creative Thinking
- Visual Problem Solving
 - Concept Development
- Societal Marketing Concept

EXPERTISE

- Visual Design
- Copy Writing
- Brand Identity
 - Typography
 - Screenplay

ACADEMIC BACKGROUND

*Indus Valley School of
Art and Architecture*

- Bachelor in Communication Design
2014-2018
 - Graduated with a
distinction in research paper

Contact Details

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www.zoreenkhawaja.com

Creative Lead - LEGO (Internal Comms - Latvia) - 2024

- Creative lead in digital marketing, brand storytelling, multimedia production.
- Oversee the execution of creative projects, lead the concept development.

Project Creative Lead - Geely Global (KSA) - 2023

- Project lead in the conceptualisation, storyboarding and execution of 3D realistic animations for Tugella by Geely

Product Designer - Adidas (UAE - North-East) - 2022

- Design practical and functional footwear product
- Fold UX principles into design + functionality

Creative Specialist - Khaadi - 2021

- Creative specialist in the design & marketing. Involved in development and implementation of graphics, layout, and communication materials
- Vendor Management

Creative Lead - Retailo - 2021

- Creative lead in the design, development and implementation of graphics, layout, and production communication materials
- Client Management

Creative Lead - Aahung Early Marriages Campaign - 2021

- Led the production of animated series on early marriages
- Screenplay & client management

Brand Manager - Zah Studio - 2020

- Lead in design and strategy along with implementation of marketing materials and development of the the brand Identity.

Brand Manager - Healthy Tails Animal Hospital - 2020

- Conceptualised and headed the design and strategy along with implementation of marketing materials and development of the the brand Identity.

Brand Manager - Litt&Co - 2019 - Current

- Conceptualised and headed design and strategy along with implementation of marketing materials and development of the the brand Identity.
- Client & Sales Management

Creative Lead - Habitt Shaadi Campaign - 2019

- Creative lead in the design, development and implementation of graphics, layout, and production communication materials
- Client Management

Creative Lead - Lifebuoy Girl Education Campaign - 2019

- Creative lead in the design, development and implementation of graphics, layout, and production communication materials
- Screenplay for the TVC

Creative Lead & Director - UNICEF Documentary - 2019

- Screenplay and direction for a UNICEF documentary on children's vaccination
- Led the pre and post production
- Client Management

Creative Lead - Shell HR Campaign 100 - 2019

- Creative lead in the design, development and implementation of graphics, layout, and production communication materials
- Client Management

Creative Lead - Aahung Social Cause Campaign

- Led the production of animated series on women's right awareness
- Screenplay and Storyboarding
- Client Management

Creative Lead - Who Made My Shawarma - Riyadh

- Creative lead in the design, development and implementation of graphics, layout, and production communication materials for the Riyadh based Shawarma joint
- Client Management

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Branding Specialist - 2014 - Current

- Developed numerous marketing programs (logos, brochures, newsletters, infographics, presentations, advertisements and DVCs) and guaranteed that they exceeded the expectations of my freelance clients which includes multinational companies like **Shell, Lenovo (UAE), UNICEF, Ponds, Clear Shampoo & Adidas (UAE)**.