

HUZAIFA NAVEED

Art Director

Visual Communication · Film · Branding · UI/UX

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SUMMARY

Lead designer and editor with a fine-arts foundation and 6+ years across branding, film, UI/UX, and motion. I take premium brands from drop strategy and campaign concepts through to the final edit, owning the work end to end, from blank page to launch.

EXPERIENCE

Lead Designer: Editing & Design · Creyeti, Sydney *Mar 2025 – Present*

- Lead editing and design across premium brand campaigns — video edits, brand visuals, social content, and creative production.
- Direct and produce content for global and Australian clients, from concept through to final cut.

Lead Graphic Designer · Conequate *Aug 2022 – 2024*

- Led UI/UX, branding, product photography, and social content as the senior creative.
- Owned creative production across campaigns and full brand systems.

Graphic Illustrator · PAHCHAAN *Jan 2021 – Jul 2021*

- Created vector art and awareness posters for the child-protection nonprofit (Protection and Help of Children Against Abuse and Neglect).

Sketch Artist · CFx Comics *Mar 2019 – Aug 2019*

- Concept and character art with anatomy study; first studio internship.

BRANDS I'VE WORKED WITH

- **Kahaani by SamQ** — Streetwear · USA. Planned and strategized full product drops; produced campaign content and brand visuals.
- **Barber Industries** — Barbershop franchise · Australia. Planned and edited video content and designed social media posts (via Creyeti).
- **Blue Ribbon Real Estate** — Real estate · Australia. Edited property videos and designed social media content (via Creyeti).
- **TAP: Notice Sooner** — Awareness campaign (thesis). Directed a TVC, designed the poster series, and produced documentary segments with practicing psychologists.
- **Digital Pain Manikin** — University of Manchester × Shalamar. Created visuals, app UI designs, and animations for the research project.
- **Health & Life Pakistan** — Podcast series. Led pre-production, production, and post-production.
- **Arab GPT** — AI product, available worldwide. Sole designer — full UI/UX, logo, and brand identity.

SKILLS

Design: Brand Identity & Logo Design · UI/UX & Product Design · Print & Physical Branding · Illustration & Vector Art · Typography

Film & Motion: Video Editing · Cinematography & Filmmaking · Motion Graphics & Animation · 3D Modeling · VFX · Color Grading

Creative Strategy: Campaign & Drop Strategy · Social Media Content · Art Direction · Creative Production · Pre / Post Production

Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects) · Figma · 3D Modeling Tools

Professional: Project Management · Team Leadership · Problem Solving · Communication

EDUCATION

Bachelor of Fine Arts (BFA), Graphic Design

Punjab University, College of Art & Design (PUCAD)

A-Levels

School of International Studies in Science & Arts — Business, Sociology, Computer Science & English

ACHIEVEMENTS

- 1st Place — Film Making, Misaal 6.0
- 1st Place — Digital Art, Alma
- 1st Place — Trailer Making, Misaal 7.0
- 1st Place — “Drugs Kill” Poster Competition, HPS
- Media Head, SISA
- Art Judge, SISA Olympiad