



Malaika Badar

**Graphic Designer | Visual
Designer | Creative Storyteller**

Creative and detail-oriented Graphic & Visual Designer with a passion for visual storytelling. Seeking opportunities to create impactful designs that strengthen brand identity and engage audiences

Education

Bachelors Of Science in Design

Riphah International
University

CGPA: 3.7 / 4.0

- Talent Tribute Award
- Member, The Art Exhibit Circle

Skills

- Graphic Design
- Visual Design
- Creative Storytelling
- Branding & Identity Design
- Social Media Design
- Typography
- Layout & Composition
- Color Theory

Experience

Freelancer Designer (2020- present)

- **5+ years** of professional experience as a Freelance Graphic & Visual Designer, working with international clients on branding, social media, marketing, and digital design projects.
- Successfully collaborated with clients from different countries, understanding diverse brand needs and delivering creative, high-quality visual solutions.
- Worked as a Graphic Designer at **Markweb IT Company** and **ISS (Information Seeker's Solutions)**, contributing to digital campaigns and maintaining brand consistency.
- Strong ability to handle multiple **freelance** and in-house projects simultaneously while meeting deadlines and exceeding client expectations.

I am dedicated to continually learning more about design, staying up-to-date with industry trends and best practices.