

Abdullah Bilal

CREATIVE DIRECTOR/DESIGNER & EDITOR

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167 - New mansoorha homes, Multan Rd, Lahore

Visionary **Creative Director & Designer** specializing in luxury visual systems, premium branding, and high-end editorial aesthetics. Expert in translating complex business requirements into minimalist, high-impact visual stories. Passionate about leveraging AI-driven workflows to enhance professional product and model presentation.

PROFESSIONAL EXPERIENCE

AbendSoft

JUNE 2026 - PRESENT

Senior Graphic Designer

- Led visual design strategy for high-profile campaigns, boosting click-through rates by 200%.
- Collaborated with UX/UI teams to develop consistent design systems for web and mobile.
- Mentored 10 junior designers and facilitated professional development workshops.

Design Vaze

2025 - PRESENT

Creative Director

- Directing comprehensive brand identity systems for international clients, focusing on minimalist opulence and quiet luxury.
- Executing end-to-end rebranding projects, including custom color palettes, abstract icon design, and tactile mockup creation for hospitality and apparel brands.
- Integrating AI-powered image generation to produce professional-grade model photography and high-end product shoots.

Clickfluencemedia Agency

2025–2026

Creative Visualizer

- Handling diverse creative design projects for both print and digital media.
- Creating impactful visuals for branding, marketing, and online campaigns.

EDUCATION

Matriculation

Al-Noor School System
2023

EXPERTISE

Brand Strategy Creative Direction UI/UX Design
Video Editing Branding & Identity Motion Graphics
Social Media Design AD Campaigns

TOOLS USED

Adobe Suite Figma Capcut
Canva Nano Banana Flora.ai Imagine Art
Photoshop Illustrator WordPress (Basic)

LANGUAGES

- English (Fluent)
- Urdu (Native)
- Punjabi (Native)

REFERENCES

Will be provided (If Needed)

Reall Time

2024 – 2025

Sr. Video Editor

- Collaborated with international clients to produce high-quality, real-time video editing projects.
 - Edited engaging, trend-focused short-form content specifically for global social media platforms.
 - Ensured fast turnaround times while maintaining consistent high-quality production standards.
 - Delivered professional visual narratives that aligned with client brand goals and audience expectations.
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Ocean Developers LTD

2023 – 2024

Graphic Designer Intern

- Began tenure as an intern, gaining intensive, hands-on experience in graphic design and creative workflows.
 - Successfully transitioned into your first full-time role, contributing directly to team success and brand growth.
 - Designed a wide array of promotional materials, including posters, brochures, and digital social media graphics.
 - Executed real-world client projects while ensuring the consistent delivery of high-quality visual content.
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