

# SHAHID SHAFIQ

Creative Designer / Visual Communication Specialist

416.876.2328  
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Portfolio: [www.shahidshafiq.com](http://www.shahidshafiq.com)

## ■ PROFILE

Highly creative and multi-talented Creative Designer with extensive experience in web, photography, cinematography and print design. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations.

## ■ PROFESSIONAL ACHIEVEMENTS

- Produced hundreds of websites, print artwork, and logos.
- Participated in branding for many enterprise level clients. ie: Centennial College, Bell Canada, Eggsmart, Coffee Time and 241 Pizza, PCPI and Canadian Multicultural Hockey League
- Worked on various projects for well known brands, such as Rogers Centre, Tim Hortons, Coca Cola, Eggsmart, Coffee Time, 241 Pizza and Pizza Pizza
- Worked with select celebrities on their projects ie: Tony Robins, Mike Tyson, Leonardo Dicaprio, Jordan Belfort, Opera Winfrey, Barenaked ladies and Cassie Steele
- Created Visual Effects for Music Videos and TV Shows
- Created Commercials, TV Shows and Digital Signage
- Created VFX for UK based tv show 'Starhunter'
- Filmed Interviews for USA based tv show 'Below Deck'

## ■ CREATIVE EXPERTISE

### ONLINE / WEB

- Website Design
- Web development
- e-Commerce sites
- UX/UI

### PRINT

- Brochures & Newsletters
- Logos & Business Cards
- Posters & Post Cards
- Stationery

### PHOTOGRAPHY / CINEMATOGRAPHY

- Photography & Retouching
- Lighting, Shoot, Edit Cinema Style Videos
- Canadian Broadcast Standards Video Production
- Visual Effects (VFX)

## ■ TECHNICAL PROFICIENCY *(Mac OS, Windows 7/8/10, Unix, Ubuntu, CentOS, Kali)*

|                                      |  |                                   |  |
|--------------------------------------|--|-----------------------------------|--|
| Photoshop (Adobe Creative Cloud)     |  | User-centered Design (UCD)        |  |
| Illustration (Adobe Creative Cloud)  |  | Mood boards                       |  |
| Indesign (Adobe Creative Cloud)      |  | Usability Testing                 |  |
| Premiere (Adobe Creative Cloud)      |  | Mobile UX                         |  |
| After Effects (Adobe Creative Cloud) |  | Web Development                   |  |
| Audition (Adobe Creative Cloud)      |  | Persona Creation                  |  |
| Bridge (Adobe Creative Cloud)        |  | Responsive Design                 |  |
| Dreamweaver (Adobe Creative Cloud)   |  | UI Design                         |  |
| Lightroom (Adobe Creative Cloud)     |  | Interactive Prototyping           |  |
| Media Encoder (Adobe Creative Cloud) |  | Wireframing                       |  |
| Acrobat (Adobe Creative Cloud)       |  | Agile Practice in UX/Design       |  |
| Microsoft 365                        |  | Kali / Cybersecurity / Pentesting |  |
| Google Analytics                     |  | Product & Location Photography    |  |
| HTML/CSS                             |  | Motion Graphics                   |  |
| Wordpress                            |  | Adobe Muse html5                  |  |
| Drupal                               |  | Flash (Adobe Creative Cloud)      |  |
| Typography                           |  | PHP                               |  |
| Cinema 4d / Maya 3D                  |  | MySQL                             |  |
| Unix / Ubuntu / CentOS               |  | VBA                               |  |

## ■ EXPERIENCE

### CREATIVE DESIGNER & CINEMATOGRAPHER - Freelancer

Feb 2018-Present • Toronto, ON

- Create and present design concepts to client
- Produce layouts and creative elements for websites and print
- Create/follow visual standards and guidelines for web, print and motion graphics
- Shoot, Light, Edit commercials - Performed Pre-to-Post Production workflow
- Product, Location and Model Photoshoot for various type of clients
- Audio and voice over recording for commercials and intros

### VFX ARTIST - Starfield Indie

May 2017-Dec 2017 • Toronto, ON

- Creating high quality visual effects and composition for films
- Responsible for creation and rendering of all types of visual effects
- Responsible for 3d match moving and 2d tracking
- Render composition
- Setup various aspect ratio
- Follow guidelines
- Problem solving and suggest best method to get desired result

### WEB DESIGNER & PHOTOGRAPHER - Freelancer

October 2016 - May 2017 • Toronto, ON

- Designed and managed brand development for small and mid-sized business clients
- Handled variety of web designing and photography projects for various types of clients
- UI/UX Designing for mobile and non-touch screen applications
- Worked with models and did numerous photo and video shoots as well as editing photos/videos

## ■ AWARD

\*\*\* CEMA Award - For Developing Canadian Multicultural Hockey League Brand & Website

\*\*\* BEST MUSIC VIDEO AWARD - TORONTO SHORT FILM FESTIVAL 2019 \*\*\*

\*\*\* AWARD OF EXCELLENCE - CANADA INTERNATIONAL FILM FESTIVAL 2019 \*\*\*

\*\*\* OUTSTANDING ACHIEVEMENT AWARD - CCIFF 2018 \*\*\*

\*\*\* GOLD AWARD WINNER - Virgin Spring Cinefest 2018 \*\*\*

\*\*\* OFFICIAL SELECTION - AMSTERDAM INTERNATIONAL AWARDS 2018 \*\*\*

\*\*\* OFFICIAL SELECTION - Filmi Toronto's South Asian Film Festival 2018 \*\*\*

\*\*\* OFFICIAL SELECTION - CREATION INTERNATIONAL FILM FESTIVAL 2018\*\*\*

### SR. WEB DESIGNER - EZVALU Solutions

October 2012 - October 2016 • Toronto, ON

- Worked as a bridge between the management, creative department and IT department
- Setup a central portal for managing all social network assets for various client
- Conduct meetings and staff training
- Reviewed and finalized the concluding aspects of the projects and presentation for the stakeholders

### PROJECT MANAGER - Jugnoo Inc.

January 2012 - August 2012 • Toronto, ON

- Worked as a bridge between the management, creative department and IT department due to having a vast experience in all three areas
- Set-up and managed an industry standard HDTV station within 8 weeks for online live HD video broadcast
- Managed a team of graphic designers and provided support to web developers in managing the company website
- Responsible for holding marketing meetings and encouraged development of ideas and concepts

### CREATIVE DIRECTOR - Nusoft.NET Inc.

April 2008 - October 2011 • Toronto, ON

- Oversaw communication designs, such as web design, web videos, audio recordings, presentation documents, print designs and marketing materials
- Directed team to the right direction based on the client's requirements

\*\*\* OFFICIAL SELECTION - ZED-FEST 2018\*\*\*

\*\*\* OFFICIAL SELECTION - AAB INTERNATIONAL FILM FESTIVAL 2018

\*\*\* BEST MUSIC VIDEO AWARD - 7th Delhi Shorts International Film Festival 2018 \*\*\*

*References available upon request*

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