

# HANZLAH DAR

Graphic Designer | Brand Identity & Visual Communication Specialist

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Portfolio: <https://hanzlah-98.github.io/hanzlah-portfolio/> | LinkedIn: <https://www.linkedin.com/in/hanzlah-dar-934552356/>

## PROFESSIONAL SUMMARY

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Creative and detail-oriented Graphic Designer with 3+ years of experience producing compelling visual content across digital and print platforms. Proven ability to translate brand concepts into engaging design for menus, signage, promotional materials, social media graphics, and presentations. Skilled in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Canva, with a strong command of typography, layout, color theory, and visual hierarchy. Experienced in managing multiple concurrent projects under tight deadlines while maintaining high quality and brand consistency. Passionate about visual storytelling and creating designs that resonate with audiences in hospitality, entertainment, and lifestyle sectors.

## WORK EXPERIENCE

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### Graphic Designer | [Freelance — Remote](#)

July 2022 – Present

- Designed and delivered 20+ creative assets including menus, promotional materials, social media campaigns, branded templates, and signage for clients across entertainment, hospitality, and lifestyle industries.
- Collaborated with 20+ international clients to develop brand identities and visual content strategies that increased audience engagement by 25–40% through strategic typography, color psychology, and visual hierarchy.
- Produced print-ready and digital assets, ensuring accuracy, quality, and brand consistency across all platforms and formats.
- Created scalable brand systems and design templates that streamlined client workflows and reduced production turnaround time by 30%.
- Managed multiple concurrent projects with tight deadlines, maintaining consistent quality and professional communication throughout the creative process.

### Graphic Design Intern | [Appverse Technologies — Remote](#)

December 2025 – February 2026

- Designed engaging social media graphics and promotional creatives aligned with brand identity and marketing objectives for digital launches and web series campaigns.
- Created visually structured landing page and presentation designs with strong layout hierarchy and UX consideration.
- Applied typography, color theory, and layout principles to produce clean, modern visuals for service-focused communications.
- Improved design quality through iterative feedback implementation and collaboration with the creative team.

### Graphic Design Intern | [Rhombix Technologies — Remote](#)

December 2025 – February 2026

- Assisted in logo design, promotional materials, and marketing visuals for a growing tech startup.
- Gained hands-on experience in Adobe Illustrator, Photoshop, Canva, and creative project management.
- Supported team-led design initiatives and contributed to brand consistency across client deliverables.

### Graphic Design Intern | [Developers Hub Corporation — Remote](#)

December 2025 – January 2026

- Supported the creative team in producing brand visuals, marketing materials, and campaign assets for technology and retail sector clients.
- Contributed to rebranding initiatives that enhanced brand clarity and visual impact across digital touchpoints.
- Developed media portfolios and presentation materials showcasing client achievements and positioning.

- Participated in design critiques to refine creative direction, layout consistency, and overall visual communication.

## KEY SKILLS

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**Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Canva (Creative Cloud)

**Core Design Expertise:** Menu & Signage Design, Brand Identity, Promotional Campaign Graphics, Social Media Visual Content, Event Branding, Digital & Print Design, Presentation Design

**Creative Strengths:** Typography & Layout Design, Color Theory & Psychology, Visual Storytelling, Brand System Development, Visual Hierarchy

**Professional Skills:** Cross-team Collaboration, Project Management, Deadline-Driven Execution, Client Communication, File Preparation for Print & Digital Production

## EDUCATION

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### Intermediate in Computer Science (ICS)

2023 – 2025

[Punjab Group of Colleges](#) | A\* in Mathematics, Physics & Computer Science

### Matriculation — Science

2021 – 2023

[A Plus School System](#) | A\* in Biology, Mathematics, Physics & Chemistry

## CERTIFICATIONS

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- Harvard CS50 — Introduction to Computer Science | Harvard University (edX)
- MS Excel Essentials | Harvard University (edX)
- Graphic Design | Digi Skills Pakistan
- Graphic Design Essentials | Canva
- Meet Canva's Visual Suite | Canva
- Graphic Design for Beginners | Cursa

## ACHIEVEMENTS & LEADERSHIP

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- Successfully managed 20+ independent client projects with 100% positive feedback for design quality, consistency, and professionalism.
- Built long-term client relationships through effective communication, creative consultation, and timely delivery of print and digital assets.
- Earned 4 Science Distinction Certificates from College Principal (2023–2025).
- Served as Team Captain in Provincial-Level National Games (2022–2023) and led team to 4 consecutive local cricket tournament championships (2022–2024).
- Event Organizer and House Captain — College Sports Day, August 2024.
- National Games Finalist across multiple disciplines: Cricket, Badminton, Race, and Archery.
- Team Leader — Seed Plantation Drive (1,000+ seeds planted).