

Obaidullah Awan

Creative Designer

[Email](#)[Portfolio](#)[LinkedIn](#)[Upwork](#)

EXPERIENCE

SPARKX MARKETING

(Remote)

Senior Creative Designer

Jun 2024 - Present

- **Awarded Employee of the Month** for outstanding creative impact on a high-stakes client project and consistently exceeding campaign performance goals.
- Revitalized a struggling Shopify store with strategic creatives and UI enhancements, **generating over \$100K in revenue within a single month.**
- Designed high-converting visuals for social media and email campaigns for SparkX's clients, resulting in an average **40% boost in engagement and a 35% increase in email open rates.**
- Delivered user-focused UI designs for SparkX and client eCommerce platforms, enhancing navigation and contributing to an average **25% increase in conversion rates.**

CHESS ARMORY

(Remote)

Senior Creative Designer

Sep 2022 - Present

- Rebranded the Chess Armory brand identity, contributing to the product becoming an **Amazon Best Seller for two consecutive years** and achieving over **150K units sold.**
- Crafted animated product videos and social media content using Adobe Creative Suite, significantly boosting brand awareness and driving a sharp **increase in sales.**
- Developed a visually compelling Amazon **listing strategy**, leading to a **30% rise in product sales** and **improved customer engagement metrics.**
- Designed **high-impact 3D product and packaging visuals using Blender and Keyshot**, elevating the brand's presentation across social platforms and reducing reliance on traditional photography.

ALTAURUX

Islamabad, Pakistan

Senior Creative Designer

Feb 2023 - Sep 2024

- Collaborated with a designer to strategically rebrand Altaurux, markedly **enhancing brand consistency and visual appeal**, contributing to a unified company image.
- Led the development of the company website on WordPress, **effectively coordinating with a team of developers to ensure a seamless integration of design and functionality.**
- Designed client **applications and website interfaces using Figma**, meticulously focusing on user-centric designs, which improved client satisfaction and engagement.
- Directed Altaurux's social media strategies on LinkedIn and Instagram, significantly **boosting follower count and client interaction**, thereby **expanding market presence and client acquisition.**

EDUCATION

BEACONHOUSE NATIONAL UNIVERSITY

2019 – 2023

Bachelor's in Visual Communication Design. GPA 3.53/4.00

SKILLS

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premier Pro) | Figma | Canva | Blender | Unreal Engine | CLO 3D | KeyShot | Zbrush | Wordpress | Shopify | UX/UI design | Design principles | Sustainable Design | Project Management

PROJECTS

MRNOOBASTIC- Pioneering the Virtual Metaverse and NFT Gaming World [Link](#)

Unreal Engine game with low-poly world and 21 unique characters created using CLO3D, ZBrush, and Blender. Includes UX design, animations, and social media assets. Fully immersive virtual experience for MrNoobastic's gallery with Unreal Engine 5 and Quest 2.

CHROMA CASH- A Tale of Wealth and Perception [Link](#)

This unique currency system reveals how perception shapes privilege and status in unexpected ways, underscoring the stark inequalities in society.

CRYPTOFADDICTS NFT [Link](#)

Cryptofaddicts offers 8888 exclusive character NFTs, illustrated in Adobe Photoshop. Each design includes custom skins, clothing, expressions, and accessories. With code from GitHub, elements are randomized, ensuring each NFT is truly unique.

HONOURS AND AWARDS

Thesis Distinction Award - Beaconhouse National University

9th Position in Street Art - Street art 2019

2nd Position in NAB - NAB Art Competition 2018