




DANYAL YOUNUS

Creative Director

Creative and detail-oriented Graphic Designer with 8+ years of experience in digital media, UI/UX design, branding, and visual storytelling. Proven ability to lead design strategies across diverse industries including entertainment, tech, food, and real estate. Passionate about creating impactful visuals that enhance user engagement and brand identity.

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AREAS OF EXPERTISE

- Social Media Campaign Design & Management
- Branding, Print & Digital Visual Communication
- UI/UX Design for Web & Mobile Applications
- WordPress Website Development
- Team Leadership & Cross-Platform Collaboration
- Motion Graphics & Event Promotions
- Creative Strategy for Multi-Industry Clients
- Adobe Creative Suite, Figma, Canva, Meta Suite

WORK EXPERIENCE

HUM TV

SR. GRAPHIC DESIGNER | AUG 2023 - PRESENT



- Leading visual design across all digital platforms including Facebook, Instagram, YouTube, Twitter, and the official website.
- Collaborating closely with content, marketing, and production teams to ensure timely delivery of high-impact visuals.

Key Projects:

- **Drama Promotions & Branding:**

Designed title visuals, promotional posters, and engagement content for HUM TV dramas, aligning with each show's mood and theme to maximize audience retention.

- **Special Programming Campaigns:**

Led visual campaigns for Eid and Ramzan transmissions, including teasers, countdowns, and social storytelling for maximum seasonal impact.

- **9th HUM Awards (UK):**

Developed and executed complete digital promotional design strategy for the 9th HUM Awards in the UK — including nominee reveals, countdowns, and live event coverage visuals.

DINIF INC. (USA-BASED)

UI/UX & DIGITAL DESIGNER (PART TIME) | APR 2020 - NOV 2023



- Worked remotely with a US-based team to develop digital solutions for restaurant businesses.
- Delivered UI/UX designs for mobile apps, POS systems, kiosks, and digital displays.

Key Projects:

- **Restaurant App & POS UI/UX Design:**

Designed clean, user-friendly interfaces for mobile ordering apps, digital menus, and POS systems used across 25+ restaurants. Focused on enhancing user experience and operational efficiency.

- **Website Design & Development (WordPress):**

Built and managed fully responsive WordPress websites for over 25 restaurant clients. Ensured SEO best practices, menu integration, and mobile optimization.

- **Social Media Branding & Promotions:**

Created promotional content and managed social media platforms for clients, including offers, holiday campaigns, and visual identity enhancement.

WORK EXPERIENCE

REDTALE STUDIO

SENIOR VISUAL DESIGNER & SOCIAL MEDIA LEAD | OCT 2021 - JUL 2023



- Led the creative team specializing in 3D, VFX, and short film production.
- Handled end-to-end design and marketing strategies for a wide range of clients.

Key Projects:

● Multi-Industry Client Branding:

Directed social media visual design and brand storytelling for clients across real estate, steel mills, restaurants, and e-commerce. Developed customized campaigns aligned with each industry's tone and goals.

● Content Strategy & Team Management:

Supervised a cross-functional team to produce short-form promotional videos, motion graphics, and VFX elements. Ensured timely delivery of high-quality visual assets for client platforms.

● Function & Event Campaigns:

Designed and managed promotional visuals for client events, product launches, and seasonal campaigns, boosting engagement and brand awareness.

WHATMOBILE

VISUAL DESIGNER | OCT 2020 - NOV 2021



- Designed visual content for new mobile launches and tech-related updates.
- Collaborated with mobile brands to align campaign visuals with their product messaging.
- Managed design output across website, Instagram, Facebook, and other digital platforms.

Key Projects:

● Brand Promotions with Mobile Companies:

Worked directly with mobile brands to create promotional content for upcoming product launches. Designed banners, stories, and product highlight posts tailored to each brand's identity.

● Website & Social Media Campaigns:

Led the visual strategy for multi-platform campaigns, ensuring consistent branding across the WhatMobile website and all major social channels. Enhanced engagement through eye-catching graphics and timely content.

WROLLIT ADVERTISING LTD.

CREATIVE DESIGNER & SOCIAL MEDIA MANAGER | JUN 2018 - SEP 2020



- Designed and executed social media strategies for multiple client campaigns.
- Collaborated with cross-functional teams to develop branding and advertising materials.
- Managed visual communication for fleet branding, digital marketing, and event activations.

Key Projects:

● Fleet Advertisement Campaigns (Multiple Brands):

Led the design and execution of vehicle wraps used for fleet-based outdoor advertising. Managed end-to-end operations, from concept design to vehicle deployment across various cities.

● Telenor Wi-Fi Hotspot Marketing (Restaurants Nationwide):

Spearheaded creative and technical aspects of a co-branded Telenor campaign offering free Wi-Fi in restaurants. Designed user flow and ads for the Wi-Fi login portal, collected customer data via forms, and managed deployment across all locations.



● STEL - Serena Hotels x Telenor Smart Device Deployment (350+ Rooms):

Designed UI/UX for a custom Android-based app pre-installed on smartphones deployed in over 350 Serena Hotel rooms. Led end-to-end execution, including device branding, promotional content creation, and coordination of logistics and technical deployment.



WORK EXPERIENCE

STARFALL FOUNDATION

CREATIVE DESIGNER | MAR 2016 - MAY 2018



- Designed branding and print materials for educational and science-based events.
- Created visually engaging designs that reflected the organization’s focus on robotics, technology, and youth innovation.
- Supported the team with content and promotional ideas for robotics competitions and tech events.

Key Projects:

- **Robotics Competitions (2016–2018, Nationwide):**
Managed complete social media strategy and execution for nationwide robotics events, increasing event reach and participant engagement.
- **Promotional & Print Design:**
Designed event banners, certificates, medals, and trophies used across multiple venues in Pakistan, aligning with each event’s branding theme.
- **Website & Digital Presence:**
Led the website UI/UX and front-end design revamp, improving user navigation and visual appeal.
- **Social Media Campaigns:**
Developed event-specific posts, countdowns, and live coverage content to enhance online engagement during the competitions.

EDUCATION

BACHELOR IN COMPUTER SCIENCE

PRESTON UNIVERSITY

2016 - 2020

INTERMEDIATE (COMPUTER SCIENCE)

FBISE

2014 - 2016

MATRICULATION (COMPUTER SCIENCE)

FBISE

2012 - 2014

SKILLS

Adobe Photoshop	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>
Figma (UI/UX Design)	<div><div></div></div>
Adobe XD	<div><div></div></div>
Canva	<div><div></div></div>
Meta Business Suite / Social Media Management	<div><div></div></div>
WordPress (Website Development)	<div><div></div></div>
After Effects / Motion Graphics	<div><div></div></div>
Digital Marketing & Visual Strategy	<div><div></div></div>
Team Collaboration & Project Management	<div><div></div></div>

REFERENCE

REFERENCES AND PORTFOLIO WILL BE PROVIDED ON REQUEST.