

*My name is*

# SAMRA FATEMA ABBASI



*Senior*

# GRAPHIC DESIGNER

📍 **BASED IN TORONTO, ON. L9T6T6**

**samra\_fatema@hotmail.com # 647-609-2885**

## About

As a highly skilled Creative Designer, I specialize in concept development, branding, packaging design, print and digital media, brand positioning, and strategic marketing. With over 12 years of experience, I have successfully overseen individual projects and brand development, consistently delivering innovative campaigns and ideas.

I possess a strong creative spark, sophisticated design abilities, and excellent communication skills. I am known for my collaborative approach, working effectively as a team member while also demonstrating self-motivation. My passion lies in not only developing big ideas but also bringing them to life across various touch-points and mediums. I am adept at presenting and selling concepts internally and to clients, ensuring they align with client needs and business goals.

From social media and digital content to retail programs and traditional media, I excel in creating compelling experiences that leave a lasting impact. Whether it's through stunning visual branding, engaging social media campaigns, immersive digital content, or effective traditional marketing strategies, I consistently deliver results that resonate with audiences and drive business success.

Feel free to visit my website and LinkedIn profile for a detailed look at my portfolio and professional achievements.

## Portfolio & Profile

- <https://www.samraabbasi.com/>
- [www.linkedin.com/in/samra-abbasi](http://www.linkedin.com/in/samra-abbasi)
- <https://www.coroflot.com/samrafatema>

## Skills

- Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere
- Brainstorming and Idea Visualization
- Concept Development
- Branding
- Brand Identity
- Comprehensive study of Typography
- Packaging Design
- Print Campaigns
- Logo Design
- Publication Design
- Web Site Design
- Video Editing
- Social Media Platforms
- Art Direction - Photography
- Great Attention to detail
- Strong Presentation skills
- Creative team leadership

- Demonstrated expertise in designing unique, eye-catching, and commercially appealing packaging for a range of Loblaw brands, including PC, No Name, Farmer's Market, and more.
- Conducted comprehensive studies and applied all Loblaw brand design guidelines meticulously to ensure consistency and adherence across all packaging projects.
- Led brand refresh initiatives by developing new iconic brand concepts for packaging and proposing innovative design guidelines to enhance brand identity and market positioning.
- Successfully executed line and size extensions (SKUs) for various existing products under different Loblaw brands, effectively expanding product offerings and maximizing market reach.
- Played a pivotal role in rebranding projects, transitioning products from one brand to another, resulting in national listings and broader market exposure for the brands involved.

## Senior Designer - Packaging

Loblaw Companies Limited  
Brampton, ON

01/2023 to 05/28/2023

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- Created and managed new packaging designs in alignment with the Canadian Food Guidelines.
  - Led the end-to-end development of their website, ensuring its completion and subsequent maintenance and updates for each new launch.
  - Produced a variety of marketing materials, including POS materials, magazine ads, roll-up banners, posters, and sticker labels.
  - Designed new logos for upcoming sub-brands and updated existing logos.
  - Handled video creation and editing, image and photo editing, corporate brochures and folders, and HTML emails.
  - Managed diverse creative tasks, tailored to meet specific customer needs and creative visions.
  - Developed strategic communication and marketing plans.
  - Collaborated with external agencies to oversee project progress and milestones.
  - Orchestrated and art directed photo sessions by selecting photographers and food stylists.
  - Established department procedures and quality standards.
  - Revamped work strategies and processes to achieve the company's creative objectives.
  - Prepared design layouts into prepress files for offset, web, and digital printing.
  - Proactively addressed design issues, providing effective solutions. Ensured adherence to branding standards for assigned brands.

## Creative Director

Erie Meat Products Ltd  
Mississauga, ON

10/2018 to 01/2023

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Worked on Packaging Designs for renowned Canadian brands:

- Dare - Bear Paws: Created packaging designs for new 5g pouch and Whippet Minis.
- ConAgra: Developed packaging designs for Snack Pack Pudding and Orville Popcorn's New Avengers Movie Promo Pack.
- PepsiCo: Designed packaging for Miss Vickies Popcorn's New Flavour Pack, Applewood Smoked BBQ, and Miss Vickies 'Signature' Popcorn's New Flavour Pack, Salted Caramel & Vanilla Bean.

Also worked on packaging designs for Doritos - Spicy Ranch, Xtra Nachos, and Double Crunch 3D Box.

## **Adaptive Graphic Designer**

**SCHAWKI**  
**Mississauga, ON**

**09/2018 to 10/2018**

• Developed web-publication layouts, print ads, and adaptations for multiple brands, including: Chatelaine, Lysol, McDonald's, Roz & Mocha, Breakfast Television Montreal

- Executed designs in line with the overall creative vision and direction, ensuring brand consistency and visual appeal.
- Thrived in fast-paced environments with tight deadlines, consistently delivering successful results.

## **Production Designer**

**Rogers Media Inc**  
**Toronto, ON**

**08/2018 to 09/2018**

Engaged in a personal venture encompassing the following activities:

- Logo design, menu creation, brochure development, and annual report design.
- Served as an Art Director, overseeing photo shoots to ensure artistic direction and visual consistency.
- Designed and printed contemporary wedding cards.
- Created magazines for Nishat Linen, one of Pakistan's leading fashion brands.
- Provided creative consultation to Ego, another prominent fashion brand, including packaging design and digital content.
- Worked with various brands such as Nishat, Ego, Bucky's Popcorn, Humaa n Zaara's, IBA, and Pompourri.

## **Art Director/Graphic Designer**

**Vanilla Designs**  
**Karachi, Pakistan**

**08/2014 to 03/2018**

At Alkaram, one of Pakistan's largest Fashion Brands and the umbrella company for international brands like MANGO, Baby shop, and Women's Secret, my responsibilities included:

- Coordinating with the advertising agency, Saatchi & Saatchi, to ensure adherence to Alkaram's brand objectives and guidelines for each brand and project.
- Meeting deadlines for all creative marketing tasks assigned to my team.

## **Creative Brand Manager**

**Alkaram Marketing**  
**Karachi, Pakistan**

**11/2013 to 07/2014**

- Art directing multiple fashion photo shoots featuring renowned local and international fashion photographers.
- Managing in-store visual merchandising and providing support for retail design.
- Overseeing the printing process for each fashion catalogue to ensure quality and timely publication.
- Serving as the liaison with various other creative and print vendors.

- Managed a team of Art Directors and Copywriters, overseeing the execution of 360-degree advertising campaigns from initial concept to final implementation.
- Ensured projects aligned with client briefs and met agreed upon timelines.
- Provided Art Direction for photo shoots across various client brands.
- Assisted the Creative Director in producing TV commercials and digital productions.
- Worked with key clients including Unilever, EBM, IBL - SEARLE, Johnson & Johnson and other clients such as Meat One, Tameer Bank, New Jubilee Insurance and Faysal Bank.

**Creative Team Leader/Art Director**

**MullenLowe  
Karachi, Pakistan**

**03/2010 to 11/2013**

## Education

- **Typography** (The School of Visual Artbs, New York)
- **Bachelors in Communication Design** (The National College of Arts, Lahore)
- **A Levels** (The Lyceum School, Karachi)
- **O Levels** (The Mama Parsi Girls' Secondary School, Karachi)

## Hobbies

Swimming, Reading, Watching TV, Interior Designing, Making funny videos with my kids

## Awards

- Erie Meats Packaging Design won **Best of Show at the 2020 FTA Excellence in Flexography Awards for all of North America**
- Two Pakistan **Advertising Society Awards** for Knorr Noodles & Knorr Soupy Noodles
- **Chughtai Award** for the 'best student of design' NCA for the batch of 2006-2009
- **Distinction holder** for Thesis Project 2009
- Received **academic scholarship** in NCA for the years 2006-2008
- Awarded the **Principal's Honour award** 2007 and 2008 NCA

As you exit this resume, I want to thank you for being an amazing audience. Your attention and interest mean the world to me. Remember, life is too short for boring resumes and mundane work.  
Let's dare to be different and embrace the beauty of imagination.