



ZOHAIB WALIANY

BRANDING AND
UX DESIGNER

WWW.ZOHAIB.CO / hi@zohaib.co

EDUCATION

BACHELOR OF SCIENCE IN ADVERTISING

UNIVERSITY OF TEXAS AT AUSTIN

MAY 2011

PROFICIENCIES

SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
Premiere
Cinema 4d

TECHNOLOGIES

HTML/CSS
Javascript/Jquery
PHP
Hubspot CRM

ACCOMPLISHMENTS

SURVIVAL TALK

CREATIVEMORNINGS - DALLAS

I was asked to speak on my experience working on in-house design teams in front of more than 50 creative professionals.

INBOUND MARKETING CERTIFICATION

HUBSPOT CRM

EXPERIENCE

DESIGNER / NEC CORPORATION OF AMERICA

SEPTEMBER 2012 – PRESENT

I am responsible for the ideation and execution of marketing campaigns and interactive experiences. Working directly with leadership and business units across the organization, I lead the design efforts on microsites, landing pages, campaign emails, print collateral, and more.

Over the years, I have expanded my role, honing new skills such as photography, videography, and animation. This not only added to the creative team's capabilities but also significantly reduced spending on outsourcing projects. When projects need to be outsourced, I manage vendors to ensure all products stay up to standard and on-brand.

Key Projects

I filmed and edited a point-of-sale system demo that won the LPGA as a client, all within 48 hours.

I designed the corporate brochure given to members of U.S. Congress and policymakers as an introduction to NEC.

I was the UX lead for NEC's partner marketing portal created by our vendor. My main duties were creating wireframes and mockups of the portal as well as building customizable microsites to be embedded in partners' websites.

DESIGNER / FREELANCE

DECEMBER 2010 – PRESENT

I work with businesses and agencies on brand identity systems, illustration, animation, front-end development, and more.

ART DIRECTION INTERN / TILTED CHAIR CREATIVE

APRIL 2011 – JULY 2011

WEB DESIGN INTERN / NATIONAL INSTRUMENTS

AUGUST 2009 – DECEMBER 2010