

PORTFOLIO

ahmed/shaie

LinkedIn



Ahmed Shaie

Hi there! I am Ahmed, a graphic designer by trade with an eye for great detail and perfection driven by a quality shot of good Melbourne coffee. I'm self-taught and proficient using a hand full of design software, including Adobe Photoshop, Illustrator and Indesign.

With more than 5 years design experience working in the design and print media landscape. I have worked with small businesses and startups in building their brand through my freelance studio Shaie Designs. As a designer, I not only produce design creativity but also offers brand consultancy to start-ups, local small businesses and non-profit organisations to excel their brand objectives and marketing. When it comes to design, I strive to be simple enough to be modern and up-to-date, but just complex enough to be interesting. What I love about my job is the collaborative environment, working with people with curious minds to find a solution using design as a tool.

Flick through to see some of my latest work



I acknowledge Aboriginal and Torres Strait Islanders are Australia's first peoples and the traditional owners and custodians of the land on which we work.

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VIEWS

30.8M+

(Earned Impressions)

USES

724.3K

Used in Stories and Direct messages

Snapchat Melbourne Geofilter

The most recognisable piece of design that I am known for. A simple Geofilter design representing Melbourne on the Snapchat mobile app platform. Once it debuted on September 20th 2016, its has massed over 30.8 million views and 724,329 unique uses. Whereby users have applied the filter to their public and privately shared snaps.

PROJECT STATISTIC

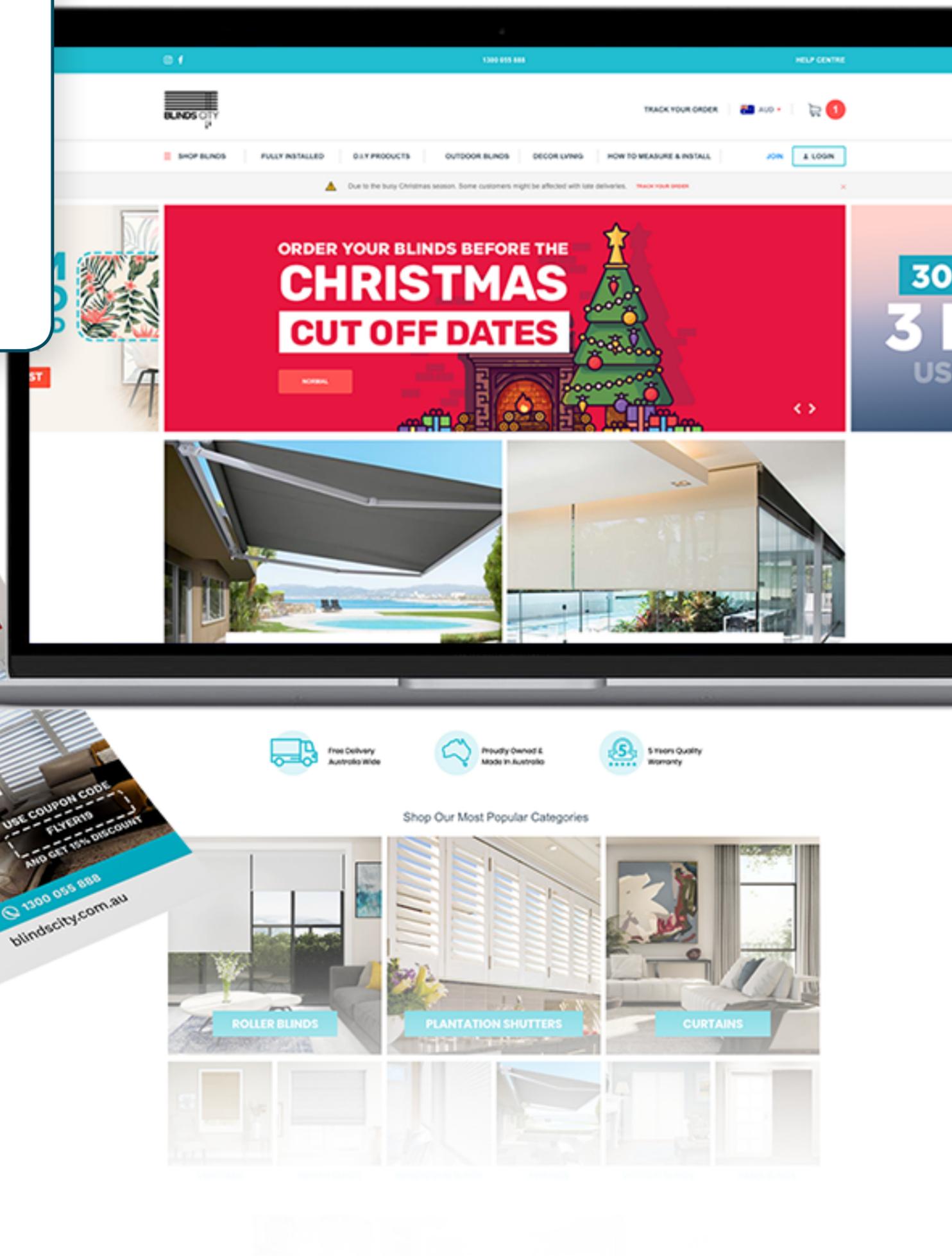
10,000 x2 Mail distributed promotional flyers

Redesigned website from scratch. Understanding the customer buyer journey. Improving user experience by redesigning the user interface to reduce the amount abandoned carts and introducing upsell purchases to increase sales volume

Social media marketing campaigns

Overall store design and instructional document design

Introduced Brand Styleguide





PROJECT STATISTIC

1,500 x5 Program Guidebooks

Social media, brand styleguide & marketing campaigns

Organising print ready files for both web and print media

Liaising with print centres for final production finishes



EXPERIENCE

- Develop and execute advertising concepts
 - Develop graphic designs for packaging
 - Develop graphic designs for branding and identity
 - Establish and maintain safe professional practice
 - Implement design solutions
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- Produced a large variety of printed marketing material, such as catalogues containing 1000+ items, smaller scale brochures, posters, information booklet and shelf wobblers. As well as working with sales managers, purchasing department, photographers and printers.
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- Managed multiple projects simultaneously meeting deadlines in a timely manner, staying under budget and up to and above expected quality. Working individually and within teams.

SKILLS

Highly proficient using



Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD (Experience Design)

CONTACT

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