

Fariz Qureshi

Strategic Brand Designer

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ABOUT ME

I am a strategic brand designer and visual communicator with a creative journey that began at age 12. I have collaborated with various global agencies and now consults independently. My expertise lies in building iconic and purposeful visual identities, aligning aesthetics with business intent and my approach combines modernism, psychology and strategy to create brands that resonate with people and scale confidently. I believe true design goes beyond mastering design tools and it's about coming up with solutions that not only communicates clearly but also help clients grow and create a reputation in the market.

WORK EXPERIENCE (FULL TIME)

2019 - 2020

Omna Creative
(Full Time)

JUNIOR GRAPHIC DESIGNER

Worked as a full-time graphic designer, completing a diverse array of projects, from branding to digital media, ensuring high-quality, creative outputs.

2020 - 2022

Hortensia Agency
(Full Time)

BRAND DESIGNER

Served as a brand designer, creating logos, style guides, social media templates, and stationery, contributing to cohesive and impactful brand identities.

2022 - 2023

Aimstyle Graphics
(Full Time)

GRAPHIC & DIGITAL DESIGNER

Handled a wide range of design tasks, including logos, book covers, social media assets, and brand identities.

2023

Aimstyle Graphics
(Freelance)

FREELANCE BRAND DESIGNER

I worked with them initially as a full-time designer and then transitioned to a freelance role for greater flexibility.

2023 - Present

Omna Creative
(Partnership)

CREATIVE AND STRATEGIC DIRECTION

Partnered with Omna Creative after delivering exceptional results in a full-time capacity.

2023 - 2025

Qurics Design
(Freelance)

CREATIVE CONSULTANT

Started a virtual solo brand design studio, collaborating with freelance designers to deliver branding solutions to my clients.

2025 - Present

Water Creative
(Contract basis)

GRAPHIC/BRAND DESIGNER

Currently working with Water Creative on flexible contract basis, Water Creative is a brand agency for the ummah, combining Islamic principles with modern design.

SKILLS

Professional

Illustrator



Photoshop



Indesign



Figma



Notion



After Effects



Filmora



AI Generation



Personal

Creativity



Teamwork



Communication



Hard Work



Deep thinking



Problem Solving



CAREER OBJECTIVES

- To solve real world problems through design and creative thinking.
- To come up with physical design solutions in future that goes beyond screens and solve an even bigger problem of humanity.