

Fariz Qureshi

Strategic Brand Designer

Portfolio: behance.net/farizqureshi
Email: farizqureshi11@gmail.com
Site: farizqureshi.com

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	<div></div>
Photoshop	<div></div>
Indesign	<div></div>
Figma	<div></div>
Notion	<div></div>
After Effects	<div></div>
Filmora	<div></div>
AI Generation	<div></div>

Personal

Creativity	<div></div>
Teamwork	<div></div>
Communication	<div></div>
Hard Work	<div></div>
Deep thinking	<div></div>
Problem Solving	<div></div>

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.