

ABDUL QADIR

Senior Graphic Designer & Art Director

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Portfolio: abdulqadirstudio.com | Paintings: abdulqadirstudio.com/paintings | linkedin.com/in/abdul-qadir-07915642b

Remote from India | Available immediately | Flexible hours (including 4-hour US Pacific overlap)

PROFESSIONAL SUMMARY

Hands-on graphic designer, art director and studio co-founder developing brand identities, advertising campaigns, packaging, publications and corporate communication. Combines copywriting, commercial photography, typography and prepress expertise to carry projects from brief to finished production artwork. Experience spans healthcare, manufacturing, engineering, education and consumer products, including assignments associated with Nestle India, Wipro, Larsen & Toubro, Brakes India and Godrej.

CORE SKILLS

Brand identity and visual systems | Campaign concepts and copywriting | Corporate and technical brochures | Retail packaging and dielines | Annual reports and editorial layout | Environmental graphics and wayfinding | Presentation and social campaign graphics | Commercial photography and retouching | Prepress and print production | CorelDRAW Graphics Suite | Adobe Creative Suite (Photoshop, Illustrator)

PROFESSIONAL EXPERIENCE

Independent Visual Design Consultant | Mysuru / Remote | 2010–Present

- Deliver brand identities, campaigns, corporate and technical brochures, multilingual packaging, annual reports, environmental graphics, presentation decks and social campaign assets for healthcare, institutional, manufacturing and commercial clients.
- Handle briefs, concept development, copywriting, layout, photography, image retouching and prepress artwork; coordinate client reviews, print vendors and remote delivery.
- **Asian Hospital & Asian Diagnostics (Healthcare, 2021–2026):** Developed the 2026 multi-speciality hospital launch campaign concepts, department headlines and copy, identity system, wall graphics, lift-door panels and a 7-board floor directory system (abdulqadirstudio.com/work/asian-hospital-launch). Designed ongoing diagnostic newspaper and magazine advertisements, Facebook and WhatsApp campaign graphics, service leaflets, presentation decks and a 25-year identity refresh (2021–2025).
- **Azam Baitul Maal (Institutional & editorial, 2009–2025):** Long-term design partner for annual reports, brochures and information graphics, including the 2024 and 2025 annual reports combining programme updates, documentary photography and financial tables, the 50-year commemorative mark, and the bilingual (English/Urdu) Nuqush-e-Rah 50-year souvenir publication.
- **Retail packaging (Consumer products, 2021–2025):** Created bilingual (Tibetan/English) retail incense cartons and print-ready carton artwork for Yangtse (abdulqadirstudio.com/work/yangtse-incense-packaging), Choetin, Himalayan Aroma and Kunsang, plus multi-variant retail packaging for Sree Agarbatti and Special Sandal Agarbatti.
- **Industrial, corporate & educational communication:** Designed technical and corporate literature for Xebec Oil Field Equipment (abdulqadirstudio.com/work/xebec-industrial-brochure) and Pattabi Enterprises (corporate brochure, CII machinery exhibition leaflet and posters, industrial site wayfinding signage at abdulqadirstudio.com/work/pattabi-wayfinding-signage, and the 2026 Nalwadi illustrated heritage calendar), safety campaign posters for Seven Hills, multilingual institutional publications for MES, MMU and Huda School, clinical awareness posters for Pharmacy College, and client material for Pet Vet Clinic.

Co-founder, Art Director & Design Head | Xebec Design & Print Studio, Mysuru | 2000–2010

- Co-founded and led a design and print studio delivering brand naming, identities, advertising campaigns, corporate and technical literature, packaging, commercial photography and publications from concept through production.
- Directed creative teams and managed client relationships, vendors, budgets, schedules and print quality control across corporate, institutional and consumer-product accounts.

Founder, Manager & Design Head | Sahl Design, Mysuru | 1998–2000

Established an independent design practice for branding, advertising and marketing communication; expanded client accounts and studio capabilities into Xebec Design & Print Studio.

EARLIER EXPERIENCE

Consultant Art Director | Pattabi Enterprises, Mysuru

- Created corporate and industrial literature, catalogues, manuals, advertising, annual reports and packaging, combining concept development, copywriting, photography, layout and prepress with print supervision and finished-product review.
- Delivered assignments associated with Nestle India, Wipro Peripherals, Larsen & Toubro, Brakes India and Godrej Industries (Food Division).

Consultant Visualizer | Independent clients, Mysuru

- Designed communication and commercial photography for technology, hospitality, export and education clients. Included early informal collaboration connected with Excelsoft before its incorporation as a company.
- Developed the Excelsoft launch campaign, including campaign planning, brochures and photography; the professional relationship began informally before the company was incorporated.

Senior Graphic Designer | Unicorn Printing House, Mysuru

Led in-house design for identities, stationery, books, calendars, covers and advertising, working closely with print-production teams on quality and schedules.

Graphic Designer | Seahorse Advertizing, Mysuru

Created identities, brochures, annual reports, packaging, technical presentations and illustrations; handled layout, typography, retouching and production follow-up.

TOOLS AND PRODUCTION

Design & layout: CorelDRAW Graphics Suite; Adobe Creative Suite (Photoshop, Illustrator); print-ready PDF preparation and preflight; typography and multi-page editorial layout; macOS and Windows workflows.

Prepress & print: Colour reproduction, Pantone and multicolour offset preparation, dielines and packaging production artwork, proofing, vendor coordination and print-quality supervision.

Photography & illustration: Commercial product, tabletop, architectural and industrial photography; image direction, retouching and colour correction; painting and illustration (abdulqadirstudio.com/paintings).

SELECTED CLIENT AND SECTOR EXPERIENCE

Healthcare, manufacturing, engineering, technology, education, research and consumer products. Direct and partner-led assignments have included Asian Hospital, Asian Diagnostics, Azam Baitul Maal, Pattabi Enterprises, Excelsoft Technologies, University of Mysore, CSIR-CFTRI, CII, Nestle India, Wipro Peripherals, Larsen & Toubro, Brakes India and Godrej Industries (Food Division).

EDUCATION, RECOGNITION AND LANGUAGES

Bachelor of Engineering, Mechanical Engineering | Sri Jayachamarajendra College of Engineering, University of Mysore

Selected for Tata Donnelley's Black Book 2000 among India's leading designers and photographers.

Languages: English