

NAFAY SHAIKH

GRAPHIC DESIGNER | AI CREATIVE & CONTENT PRODUCTION

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PROFILE

Graphic designer with 1.5+ years of freelance and agency experience delivering branding, social media, and advertising creative in Adobe Photoshop and Illustrator. Builds and operates an AI-driven creative production workflow — producing AI-generated video ad concepts, motion graphics, and automation-enabled content systems for client businesses. Combines traditional design fundamentals with modern AI production tools to deliver commercial creative faster than conventional design-only workflows. Targeting Graphic, Visual, and AI Creative Designer roles across Dubai's agency, brand, and content-technology sector.

EXPERIENCE

Founder / Creative Director — VEYNORA – AI Creative & Video Production Studio 2025 – Present

- Design and produce AI-generated video ad campaigns for Meta and Instagram, structuring concepts into scene-by-scene production sequences from brief to final cut.
- Operate an AI-assisted creative pipeline combining video generation, motion graphics, and animation tools to deliver commercial-ready content on freelancer-level budgets and timelines.
- Deliver AI-assisted solutions for client businesses beyond design, including a configured AI voice agent for a retail client and a content-automation workflow built for an agency client.
- Manage end-to-end production: creative concept, asset generation, motion/animation, and client delivery, across multiple concurrent projects.

Freelance Graphic Designer — Independent / Freelance Platforms 2024 – Present

- Delivered branding, social media, and advertising creative for businesses and agencies across freelance platforms, covering product visuals, campaign creatives, and social content.
- Designed LinkedIn carousel content and thumbnail redesigns aimed at improving visual engagement for client channels.
- Produced marketing creative for e-commerce and lifestyle-brand clients, working directly with business owners from brief to final asset.

SKILLS

Design: Adobe Photoshop, Adobe Illustrator, Canva, Branding & Identity Design, Social Media Design, Advertising Creative, LinkedIn Carousel Design

AI-Assisted Creative Production: AI Video Generation & Ad Production, Motion Graphics & Animation (Motion AI, LottieFiles, CapCut), Generative AI Content Workflows, AI Voice/Chat Agent Configuration

Automation & Workflow: Workflow Automation (n8n), AI Agent Integration for Client Content Systems

Professional: Client Communication, Freelance Project Delivery, Cross-Industry Creative Production, Fast-Turnaround Concept-to-Delivery

EDUCATION

Intermediate – 2nd Year (in progress); Matriculation completed.

Practical experience and client production work form the primary basis of professional capability.

PORTFOLIO

nafayshaikh.lovable.app