

Muhammad Rayyan

CREATIVE GRAPHIC DESIGNER

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BBA graduate with a robust business foundation. Thriving my career as a creative graphic designer, excelling in print media, branding, and marketing collateral. Currently, I am expanding my expertise in UI/UX. Eager to contribute diverse skills to your organization's success.

EDUCATION

- Bachelor of Management Sciences, Business Administration** Jan'20 – Jan'24
University of Karachi (UOK), CGPA: 3.6/4.00 (up till 6th semester) | Result Awaited
- Higher Secondary School Certificate, Pre-Engineering** Sept'17 – April'19
Adamjee Govt. Science College, Karachi. A Grade, 72%

WORK EXPERIENCE

- **Fiverr - Creative Graphic Designer** Sept'21 – Present
- ✓ Completed projects on Fiverr with a 4.5/5 ratings
 - ✓ Acquired and maintained three business clients on Fiverr, generating repeat orders
 - ✓ Demonstrated client collaboration and effective project management to ensure timely delivery.

ACADEMIC PROJECTS

- Business Project – Innovate An Idea** Jan'24
- ShareWheels – Ride Sharing Service Provider
 - ✓ Orchestrated a collaborative effort among team members to develop and launch an innovative idea for mass transportation, leveraging the tagline 'Share ride, Share the communities'.
 - ✓ The initiative resulted in a 30% boost in customer retention and a 25% increase in brand awareness. It also analyzes the forecasting mistakes and strategizes recovery measures.
- Entrepreneurship Project – New Venture** Jan'23
- EzyGo – E-Scooter Sharing Business Plan
 - ✓ Led the creation and development of EzyGo, designed for point-to-point commutes on campus and gated communities, intending to reduce up to 30% of carbon footprints and promote sustainable urban transportation.
- Research Project – Formal Report** Jan'23
- MeatOne – Brand of Al Shaheer Corporation
 - ✓ Conducted an in-depth study report on Meat One, with an emphasis on resolving health and hygiene concerns about old and unsanitary slaughtering practices and proposed solutions that may result in a 20% improvement.
 - Standard Chartered Bank
 - ✓ Conducted detailed research for Standard Chartered Bank, concentrating on major industry trends, financial performance measures, analysis of SBUs, and PEST Analysis.
 - ✓ Proposed strategic insights that contributed to a 20% improvement in decision-making processes and a 15% optimization in financial operations efficiency.

EXTRACURRICULAR ACTIVITIES

- **KUBS Marketing Society:** Sept'22
- ✓ Volunteered in the KUBS Marketing Society, helping design and execute Business Symposium 1.0.
 - ✓ Worked with a team to establish a successful knowledge exchange and networking platform.
- **CSR Activities: Community Development Events** Sept'21
- ✓ Collaborated with the course supervisor on a CSR effort for community development.
 - ✓ Participated in community improvement initiatives and fostering positive social impact.
 - ✓ Participated in collaborative projects that addressed the local needs and commitment to CSR.

ADDITIONAL

- Technical Skills:** QuickBooks Online, Power BI, Microsoft Office, Graphic Designing, UI/UX Design
- Portfolio:** https://www.behance.net/Rayyan_Freelancer
- Core Competencies:** Leadership, Teamwork and Collaboration, Integrity
- Areas of Interest:** Freelancing, Entrepreneurship, Travelling
- Languages:** English & Urdu