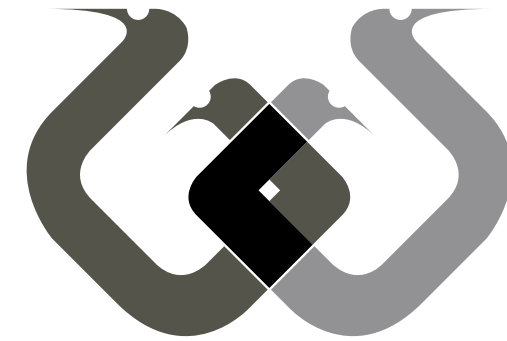




**DIGITAL
TRAFFIC**

Growth beyond Clicks...



**GRAFIQS
DESIGNER**

PORTFOLIO

Graphic Design | Content Creation | Video Editing | Lighting Design

Social Presence :



/grafiqsdesigner

<https://www.digitaltrafiq.com/>



RAFIQ RIASAT



Graphic Designer | Photo & Video Editor

+92 333 246 8844

grafiqsdesigner@yahoo.com

https://digitaltrafiq.com/

Objective

To be a part of the business/industry, where I can inspire and be inspired, contributing my creative skills to innovate & grow.

Skills & Abilities

Graphic Design, Digital Marketing, Content Creation & Video Editing. Good presentation skills, Team Player, Active learner & Result oriented.

Expeirence

Content Creator (Freelance)
Ziyana Yachts, Dubai, U.A.E.
1+ Years (2022- Present)

Graphic Designer (Freelance)
Agripak Group, Dubai, U.A.E.
1 Year (2023 - Present)

Digital Marketer (Freelance)
Digitronaut, Lahore, Pakistan.
3+ Years (2021 - Present)

Social Media Moderator
Mindbridge BPO, Lahore, Pak.
3 Years (2019 - 2022)

Graphic Designer
DEFI-MEA, Dubai, U.A.E.
4 Years (2014 - 2018)

Visualizer
Thorn Lighting, Jeddah, KSA.
1+ Year (2012 - 2013)

Marketing & Lighting Designer
Tecon Ltd, Sharjah and Abu Dhabi, UAE.
7 Years (2006 - 2012)

Jr. Graphic Designer
Quality Foods & Beverages, Shj, UAE.
6 Months (2005 - 2006)

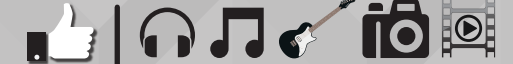
Tools

- Illustrator
- Photoshop
- WordPress
- Filmora
- Premiere Pro
- Swish Max
- Sketch Up

Education & Certifications

- Bachelor of Arts (BA)**
Punjab University, Lahore
ADP - Feb 2021
- Advanced Pay Per Click (PPC)**
Simplilearn - Skillup
Digital Certificate - Sep 2023
- Google Analytics (GA4)**
Skillshop by Google
Digital Certificate - Jul 2023
- Google Digital Marketing & E-commerce**
Coursera - Google Grow
Digital Certificate - 2003
- Web and Graphic Design**
Edge Systems International, Lahore
Diploma - Feb 2003

ENGLISH ARABIC HTML,CSS URDU & PUNJABI



RESUME



BRAND CO-VENTURES



Breitling SA, UAE - Swiss luxury watches Manufacturer.
 Hyundai Motor Company, UAE - Multinational automotive manufacturer.
 Rolex SA, UAE - Top Swiss luxury watches Manufacturer.
 DEFI Group, UAE - European Expert for Out-of-Home (OOH) & Spectacular Advertising
 JSB Lighting - Emergency Lighting & Safety Equipment Manufacturer.
 Thorn Lighting, KSA - Renowned Lighting Manufacturer.
 Zumtobel Group, UAE - Top-tier Lighting Manufacturer.
 Cooper Lighting LLC, UAE - Premier Lighting & Safety Equipment Manufacturer.

Tecon Co., UAE - Specialized Engineering Solutions Provider in Projects.
 Uber Eats, UK/MEA - Spearheading the online food ordering and delivery platform.
 Voi, Sweden - Leading Micro-mobility Transportation Company.
 Easypaisa (Telenor Microfinance Bank), Pakistan - Mobile wallet Branchless Banking.
 Agripak, UAE/Pakistan - A leading agriculture machinery manufacturer.
 Ziyana Yacht Rental LLC, UAE - Leisure Company for Luxury Sea Adventures
 Albatha Group, UAE - A reputable multi-industrial organization.

Niches - Advertising | Retail | Automotive | Engineering | Transportation | Finance | Agriculture | FMCG | Tourism | Maritime



Content Creation

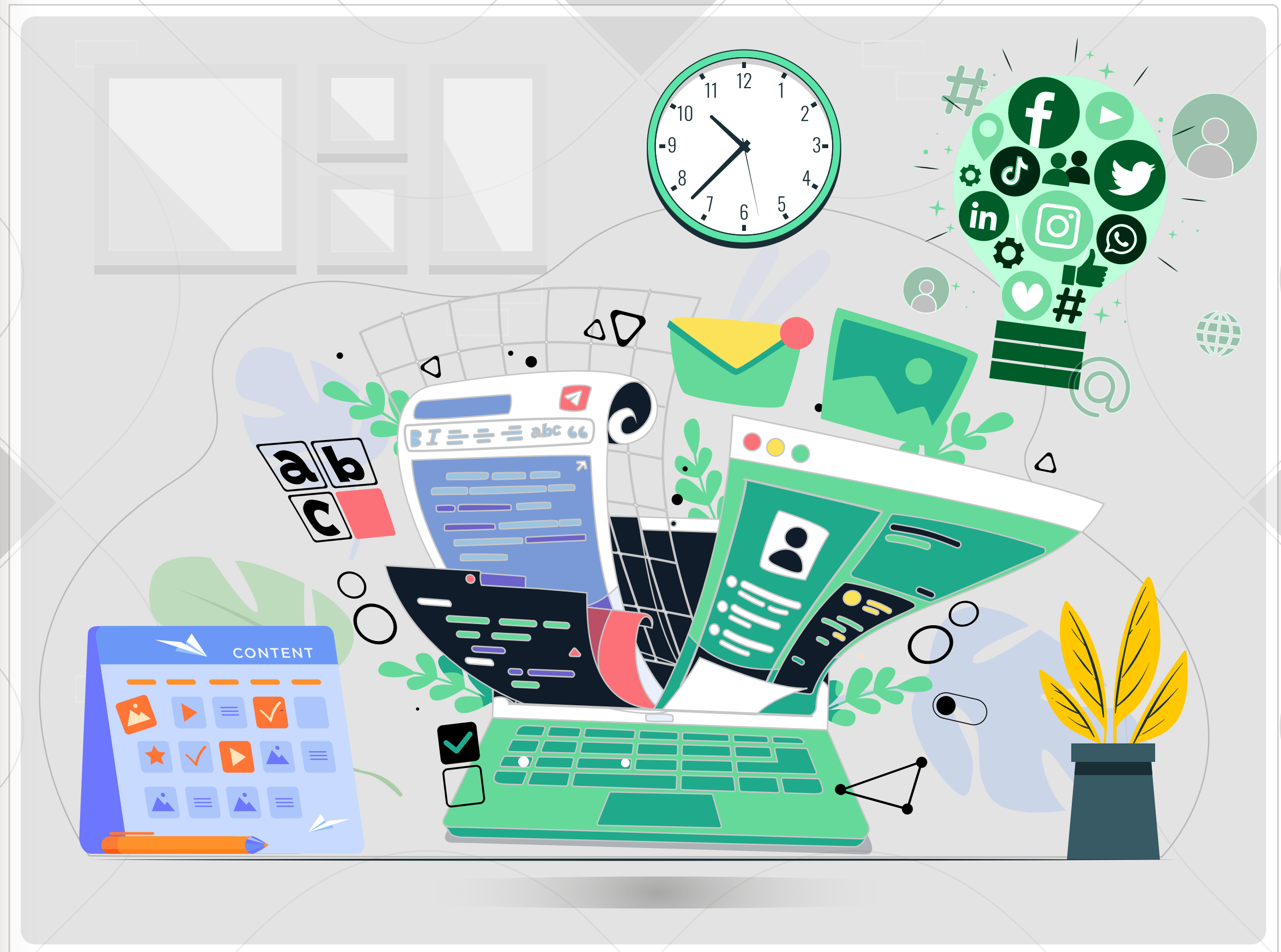
Transforming ideas into impactful digital experiences & translating concepts into lively graphics! Explore a curated collection of dynamic social media content—captivating reels, eye-catching images, and engaging blogs. Tailored for diverse clients, each piece reflects a unique brand identity. I am elevating the online presence with my design solutions.

[Click here to Discover the Content.](#)

Go To :

- 1 Outdoor Advertising
- 2 3D
- 3 Branding
- 4 Print
- 5 Website
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- 7 Events Stands
- 8 Photography
- 9 Video

[Resume](#)



Logo Design

Digital Trafic
Personal Branding as a Digital marketing service provider.

Grafiqs Designer
Personal Branding as a Graphic Design service provider.

Digitronaut - It is a learning project for the Google Digital Marketing Certified Course. It orbits expertise, serving as a beacon of proficiency shaped through acquired Google Digital Marketing skills.

Ziyana Yachts - A Luxury Yacht Rental Company in Dubai. Sleek, nautical elegance encapsulated, a dynamic blend of waves and sail, symbolizing adventure and luxury on the open sea.

Go To :

- | | | |
|-----------------------|---------------|-----------------|
| 1 Outdoor Advertising | 2 3D | 3 Branding |
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| Resume | | |



Logo Design

Sea Breeze Journeys L.L.C, Dubai - A Water Leisure Company. Crafting aquatic dreams into visual narratives, creating a lavish maritime brand for a luxurious seaside experience.

Bin Yousef Optics, Dubai - Precision meets style in this Dubai optical retail store, striking a harmonious balance for clarity.

Sheikh Traders, Lahore - A Modern logo blending stationary and mobile elements, symbolizing reliability and innovation in wholesale.

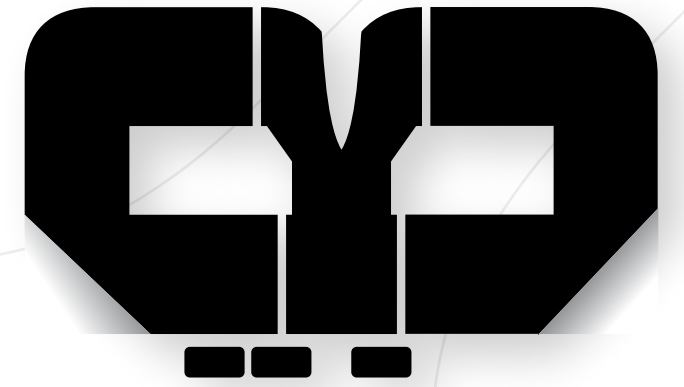
The Dubai Experience - Luxury Dubai Event Tours: thedubaixperience.com. Exclusive branding for unforgettable luxury events.

Albatha Group, Sharjah - A reputable multi-industrial company echoing strength, reliability, and innovation.

Go To :

- | | | |
|-----------------------|---------------|-----------------|
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| 7 Events Stands | 8 Photography | 9 Video |

Resume



Bin Yousef Optics
بن يوسف للبصريات



Logo Design

Arabic Renderings for Logos

DHL

Philips

I have designed these arabic versions of the logos for Mock-ups of signages on our DEFI's sites.

Go To :

- | | | |
|-----------------------|---------------|-----------------|
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Resume

دھل

ديفيا تيشن اين

PHILIPS

فيليبس



Business Cards Designs

Transforming visions into tangible impressions, these bespoke business cards epitomize unique brand identities. From vibrant hues for the lively entrepreneur to minimalist elegance for the modern professional, each design reflects and captures the essence of our diverse clientele. Elevate the brand presence through visually striking business card designs that leave a lasting impression.

Go To :

- | | | |
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| 7 Events Stands | 8 Photography | 9 Video |

Resume



Outdoor Advertising ¹

Hyundai

This Unique roof-top signage, our most Recent outdoor Branding project in DEFI, for Hyundai, on Single Business Tower (near Business Bay metro station) on prestigious Sheikh Zayed Road, Dubai. This branding project with 3 years duration has a successful execution.

As a team player I have managed the project from designing of the project Mock-up ... to construction ... to complete execution along with maintenance till the end day of contract.

Check out the construction Video that I have edited as well.

Click here to View Video. 

Click here to View proposal. 

Go To :

- | | | |
|-----------------------|---------------|-----------------|
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Resume



ROOF TOP BRANDING MOCK-UP



EXECUTED PROJECT



Outdoor Advertising ¹

BREITLING

Window wraps site for outdoor Branding on Sheikh Zayed Road in the area known as golden Boulevard. This window wrap project with the 6 months duration has a successful execution.

Click here to View proposal.

Go To :

- 1 Outdoor Advertising
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Resume



WINDOW WRAP MOCK-UP



EXECUTED PROJECT



Outdoor Advertising ¹

Various Mock-ups

Skysigns (3D Branding) and Window wraps mock-ups for outdoor Branding on Aspin Tower, Sheikh Zayed Road, in the area known as golden Boulevard.

Click here to View Video.

Go To :

- 1 **Outdoor Advertising**
- 2 **3D**
- 3 **Branding**
- 4 **Print**
- 5 **Website**
- 6 **Photo Editing**
- 7 **Events Stands**
- 8 **Photography**
- 9 **Video**

Resume



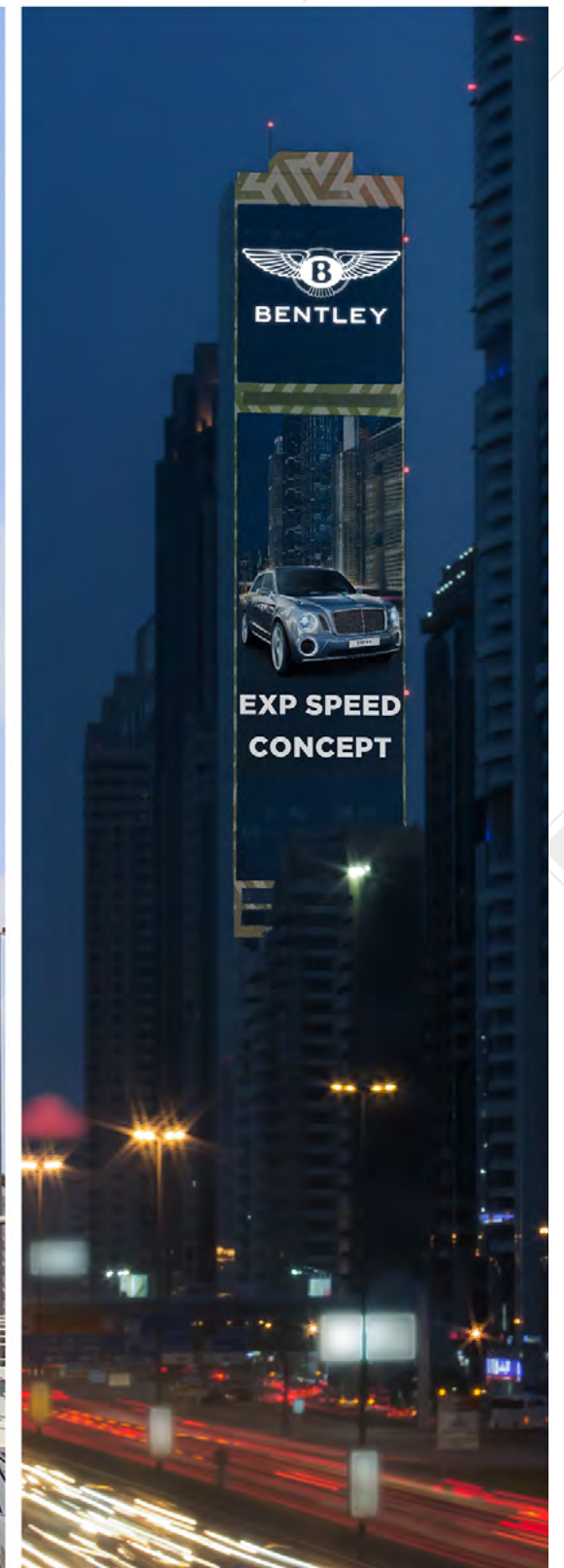
Day - Close View | Window Wrap



Day - Distance View | Window Wrap + Rotating Branding



Day - Side View | Window Wrap + Elliptic Rotating Branding



Night - Building Projection Rotating Branding



Outdoor Advertising ¹

SAMSUNG (Mockup)

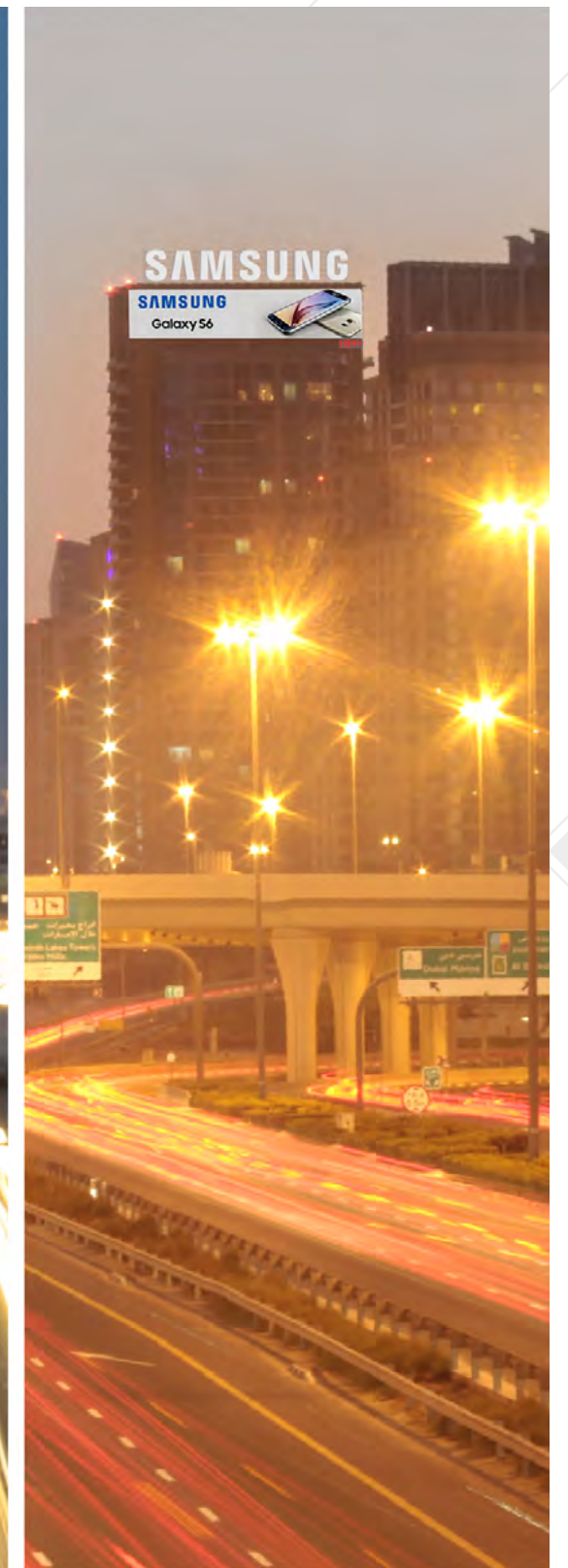
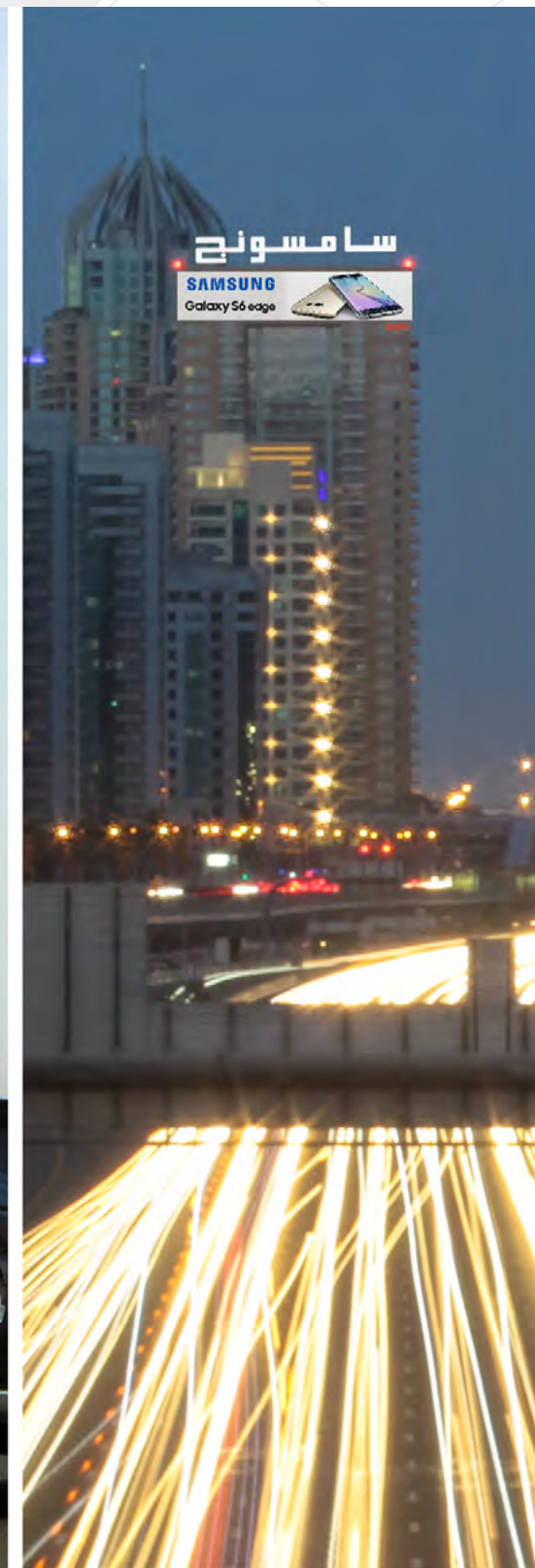
Skysign (3D Branding with LED screen) mock-up for outdoor branding on Ariyana Tower, Dubai Marina at Sheikh Zayed Road. The mock-up was designed to show the client the Brand visibility of this site.

[Click here to View proposal.](#)

Go To :

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[Resume](#)



3D Signage Branding with LED Screens Mockup



3D²

Lighting Design

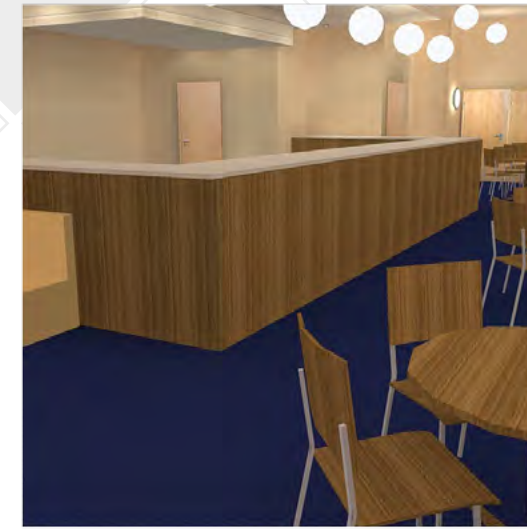
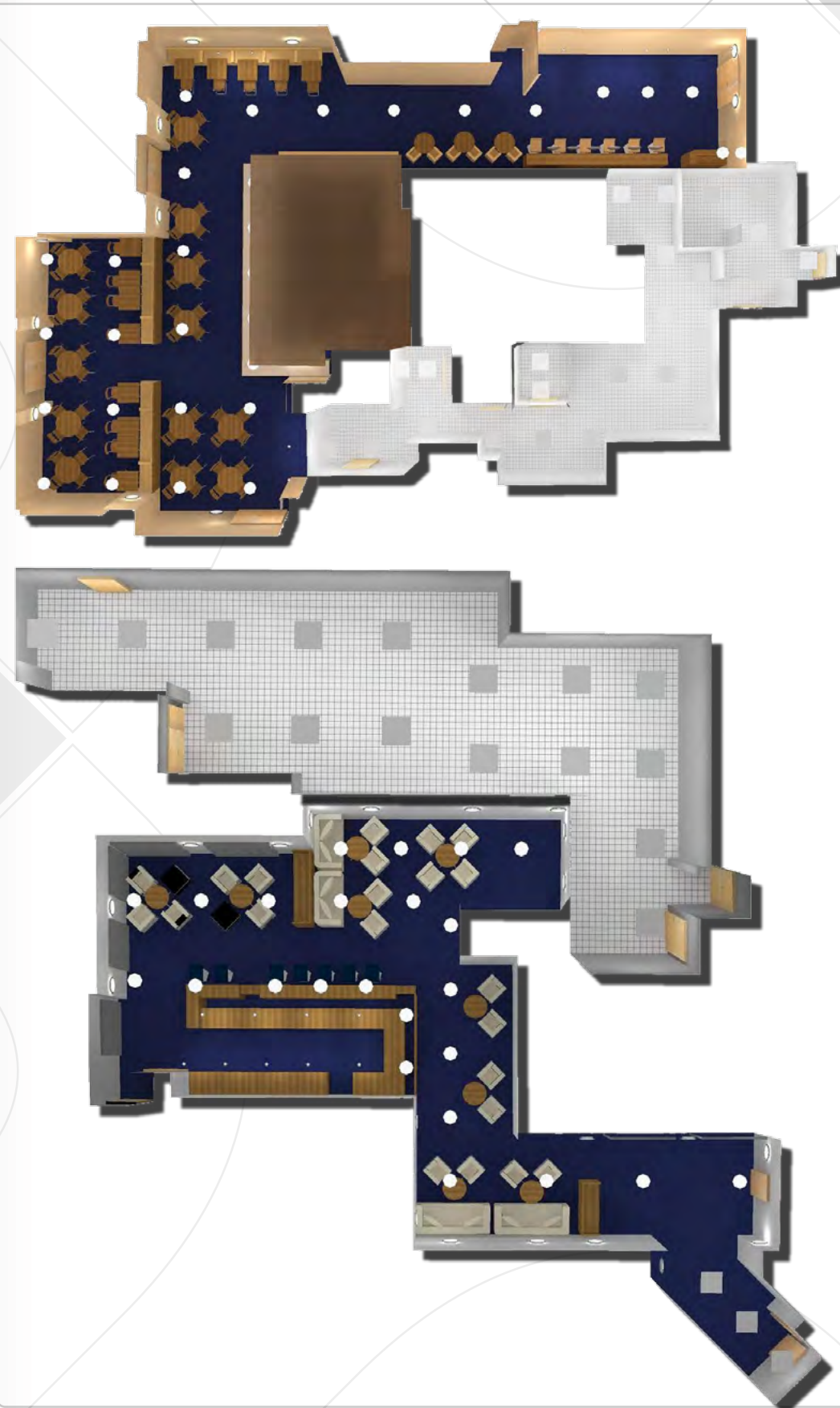
While working in Tecon I have done Lighting Design for the Rivington Bar & Grill at Dubai Souk Madinat. I have designed 1st and 2nd Floor (FOH & BOH) of the Resturant.

[Click here to View proposal.](#)

Go To :

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Resume



3D²

Lighting Design

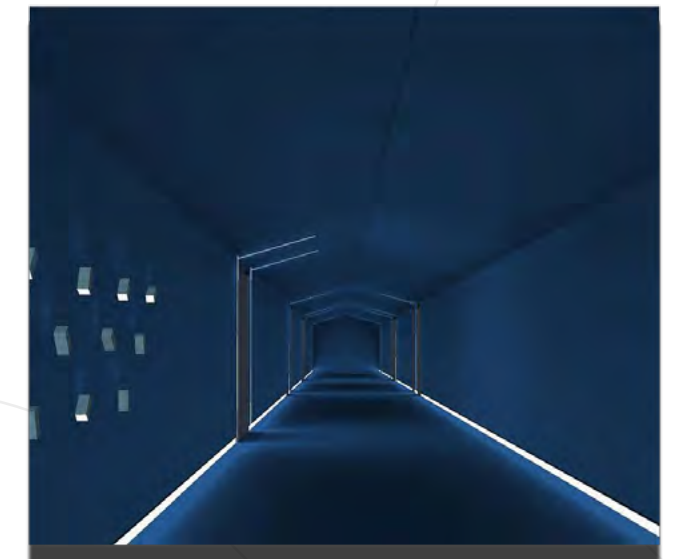
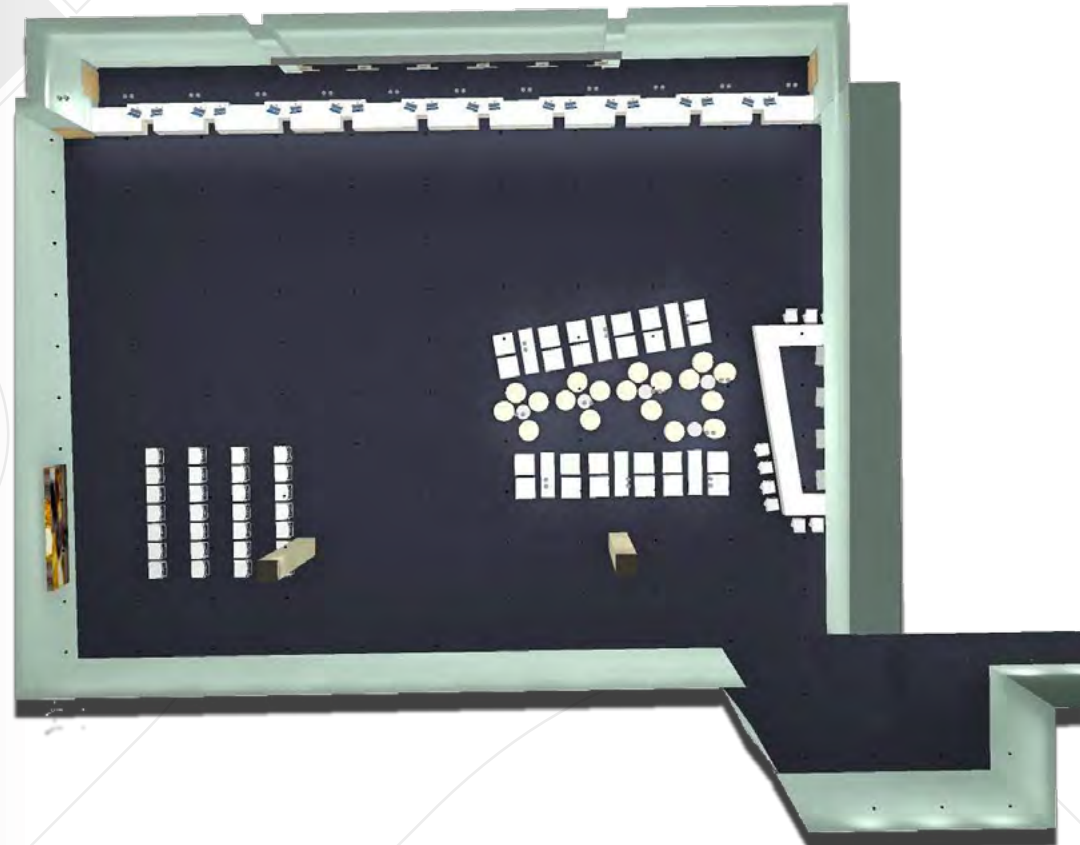
While working in Tecon I have also done Lighting Design proposal for the Vox Cinema at Mall of the Emirates. I have designed Foyer, Cinema and Corridor Area.

[Click here to View proposal.](#)

Go To :

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Branding³

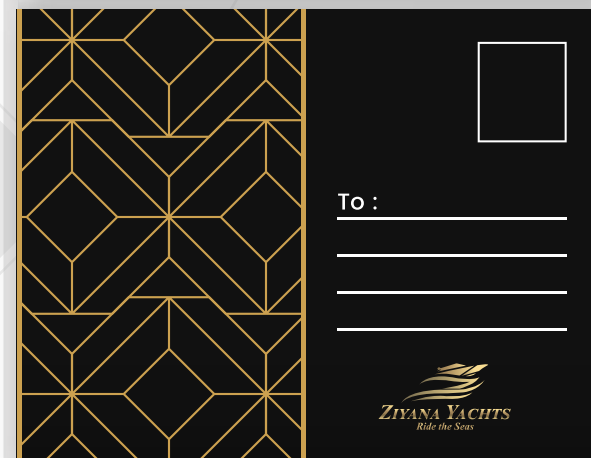
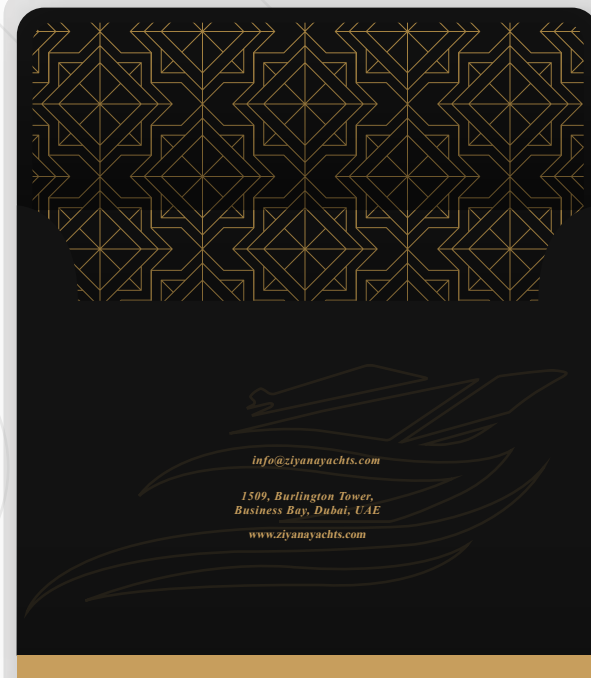
Ziyana Yachts, Dubai

Elevate maritime luxury with sleek branding for Ziyana Yachts in Dubai. Infuse the essence of opulence into business branding items, mirroring the city's glamour. A harmonious blend of nautical elements and Arabian elegance, these designs set sail into a world of refined sophistication.

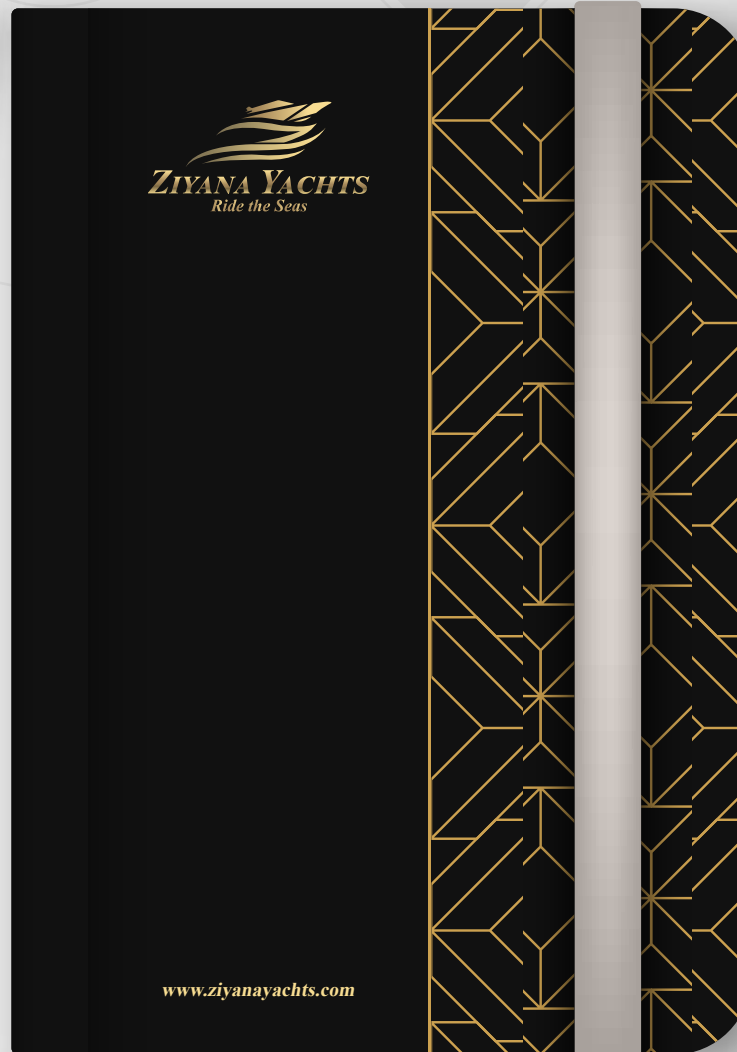
Go To :

- 1 Outdoor Advertising
- 2 3D
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- 4 Print
- 5 Website
- 6 Photo Editing
- 7 Events Stands
- 8 Photography
- 9 Video

Resume



Envelop



Business Card



CUP



Plates



Labels



Yacht Flag



Branding³

Ziyana Yachts, Dubai

Elegantly blending maritime tradition with modern luxury, the uniforms feature accents complemented by a golden presence. The captain's attire exudes authority with tailored epaulets, while crew members showcase a polished, nautical aesthetic in streamlined, comfortable ensembles, reflecting sophistication on the high seas.

Go To :

- | | | |
|-----------------------|---------------|-----------------|
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Resume

CAPTAIN & CREWS UNIFORM DESIGNS



FRONT SIDE

BACK SIDE

FRONT SIDE

BACK SIDE



Branding³

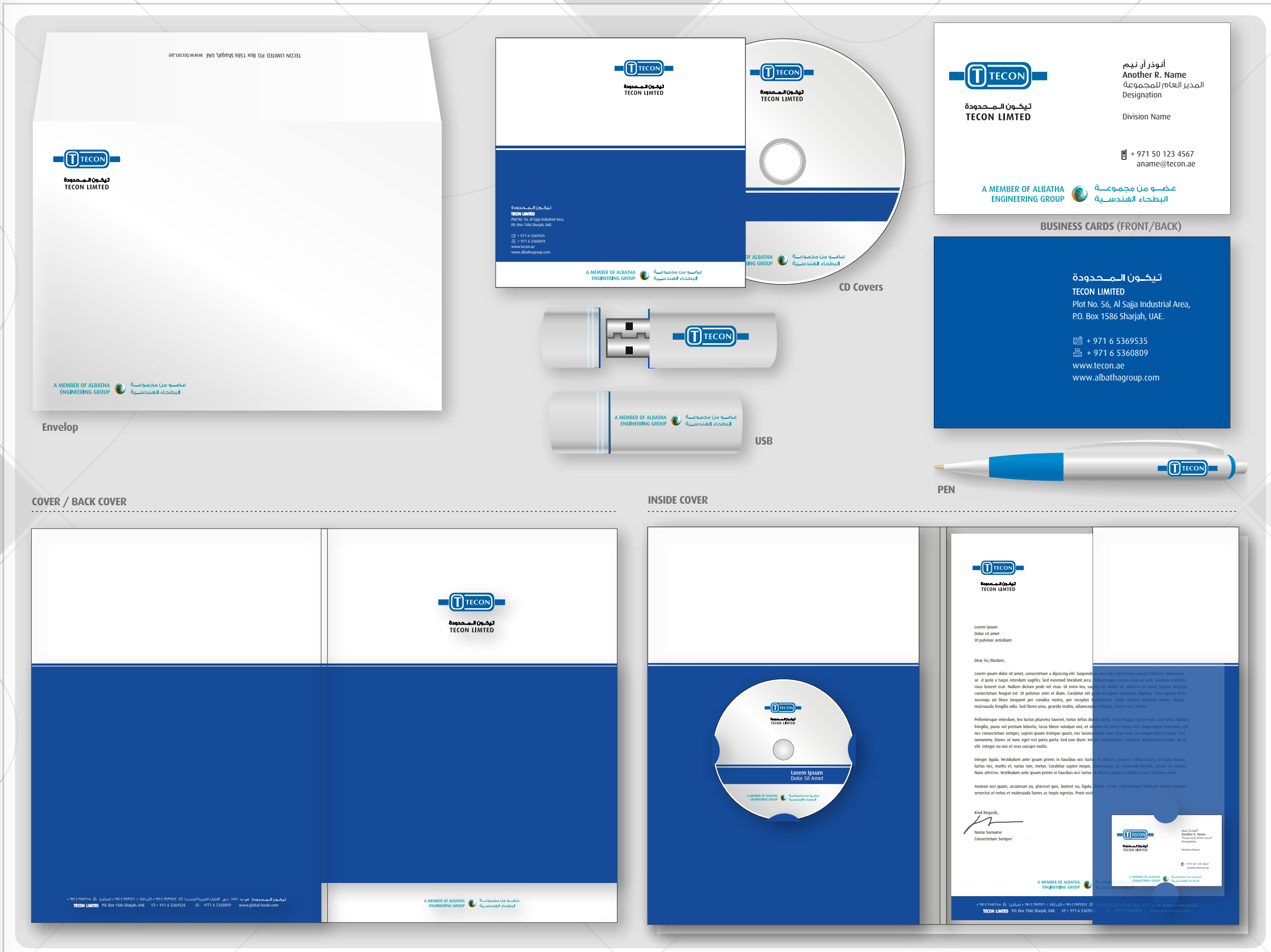
Tecon Limited

Elevated Tecon's brand presence with dynamic design solutions! Crafted diverse branding items reflecting innovation and expertise for this specialized engineering giant. From sleek corporate identity to cutting-edge marketing collateral, my designs capture Tecon's commitment to excellence. Experience the power of visual storytelling that amplifies Tecon's journey

Go To :

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[Resume](#)



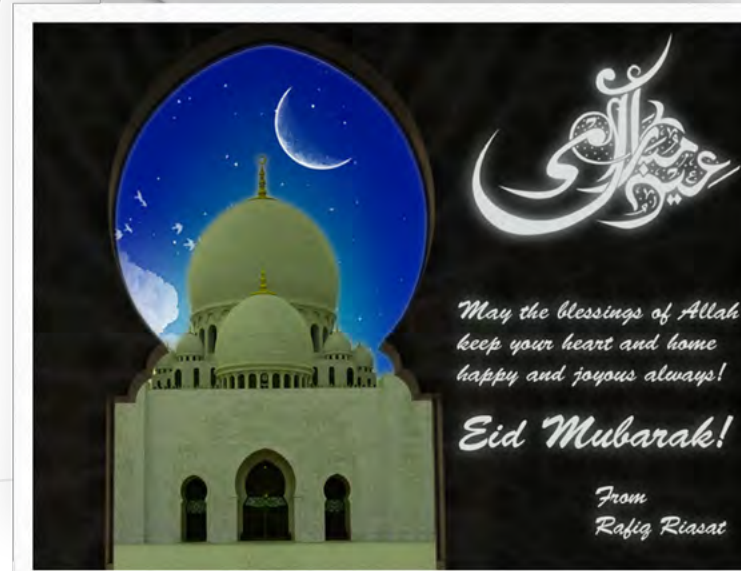
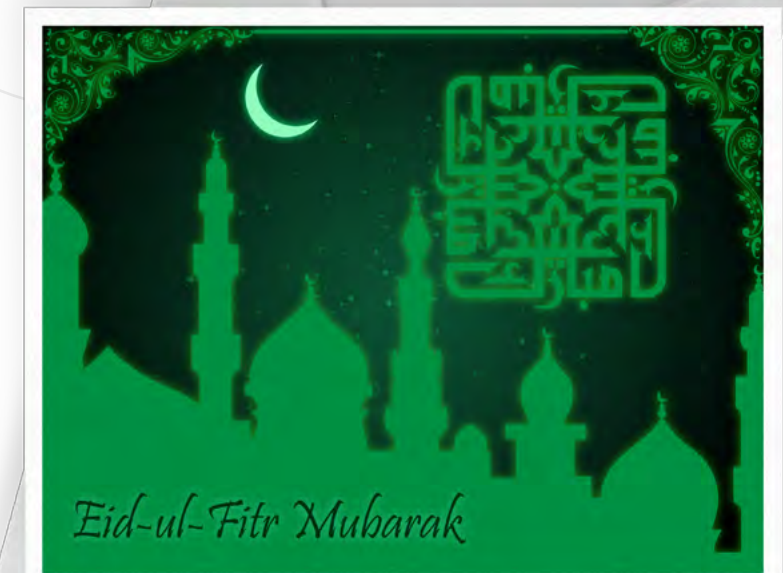
Greetings ³

I have designed these personal invitations cards for friends and family for Emails and Social media.

Go To :

- 1 Outdoor Advertising
- 2 3D
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Resume



Greetings ³

I have created some corporate and personal invitations cards for clients and friends on Social media.

Go To :

- | | | |
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| 7 Events Stands | 8 Photography | 9 Video |

Resume



Greetings ³

I have designed these personal invitations cards for friends and family for Emails and Social media.

Go To :

- | | | |
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[Resume](#)



Print⁴

Ziyana Yachts, Dubai

Elevate maritime dreams with opulent allure. My graphic designs for Dubai's premier yacht rental boast sophistication in every detail. The brochures and flyers radiate luxury, showcasing the fleet's grandeur against the city's skyline. Immerse clients in the lavish world of exclusive sea escapades through my meticulously crafted visuals.

Go To :

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Resume



ZIYANA YACHTS
Ride the Seas

THE MAJESTY 48

14 Guests | 3 Bedrooms | 2 Crew | Captain

This High-End Yacht provides the height of luxury for its users. There is no better way to ride the seas than to cruise in a 48 feet long embodiment of luxury.

Its glorious build harbors excellent features and amenities that are meant to surpass all your expectations.

You will fall in love with the charm of this Italian Masterpiece.

Yachting is a great leisure. So, you are welcome to celebrate birthdays, anniversaries and corporate events.

INCLUDED:

- Portable Music Box
- Water
- Ice cubes
- Unlimited soft drinks

ADD-ONS:

- Cakes for Occasions
- Food Spread (variety of cuisines available)
- Fresh Juices
- Decorations

+971 50 712 2707 | Ziyana Yachts | ziyanyachts.com | @ziyanayachts1

+971 58 614 6007 | ziyanyachts.com | @ziyanayachts1

Website : www.ziyanayachts.com

COVER / BACK - BROCHURE



ZIYANA YACHTS

SERENITY 52'

16 Guests | 3 Bedrooms | 2 Crew | Captain

Book Now to Navigate your Dreams!

Reunion | Birthday | Corporate

Indulge in the epitome of tranquility aboard 'Serenity', our High-End Yacht. This - safest Italian marvel seamlessly combines opulence and sophistication, offering an exclusive experience at sea. Every detail, from design to amenities, reflects a commitment to luxury & serenity.

Included: Life Crafts & Life Jackets for all guests, Soft Drinks, Water, Ice Cubes, Swimming Towels, Fishing Rods, BBQ Grill (Electric), Hot Plate, Microwave & Fridge on board and Blue Tooth Music Box


Add Ons: Decorations, Fresh Juices, Food Spread (Variety of cuisines available), Cakes for Occasions

Luxury Awaits - Secure Your Yacht Experience Today!

+971 50 712 2707 | Ziyana Yachts | ziyanyachts.com | @ziyanayachts1

+971 58 614 6007 | ziyanyachts.com | @ziyanayachts1

DOUBLE SIDED FLYERS



ZIYANA YACHTS
Ride the Seas

ABU DHABI
Formula 1 Yacht Rental 2023

Experience the F1 Race in Style from a Private Yacht!

Event Dates: 26 - 24 Nov 2023 | Location: Yas Marina, Abu Dhabi | Yacht Sizes Available: 55 ft. to 80 ft.

The Formula 1 Grand Prix at the Abu Dhabi Yas Marina Circuit is a thrilling and eagerly awaited event that captivates millions of people globally. It serves as the pinnacle of racing, attracting enthusiasts from around the world.

We presents an incredible opportunity for you to participate in this epic three-day race by offering access to the finest luxury yachts in the UAE. Immerse yourself in the electrifying atmosphere as the F1 cars roar around the track, witnessing the Yas Marina circuit come alive with excitement. Don't miss out on this extraordinary experience.

Watch the Yas Marina circuit light up as the F1 cars hit the track. Book Now with Ziyana Yachts, an established name in maritime services.

+971 50 712 2707 | Ziyana Yachts | ziyanyachts.com | @ziyanayachts1

+971 58 614 6007 | ziyanyachts.com | @ziyanayachts1

46ft Azimut | 55ft Azimut | 48ft Majesty | 50ft Majesty | 80ft Ocean Princess

THE LUXURY FLEET

INSIDE - BROCHURE



ZIYANA YACHTS

SERENITY 52'

Entrance Elegance | Opulent Interiors

Product brochure showing interior views of the Serenity 52' yacht.

PRODUCT BROCHURE

Print⁴

Agri Pak Group, Dubai.

Crafted a dynamic brochure for Agripak, a leading agriculture machinery manufacturer. Elevating the brand's essence, the design seamlessly blends innovation and tradition, showcasing their expertise in tractors and spare parts for global small and medium-sized farmers. A visual journey that communicates Agripak's commitment to quality and global agricultural advancement.

Go To :

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- 9 Video

Resume

COVER / BACK - BROCHURE



INSIDE - BROCHURE



Print ⁴

GECO CHEMICAL

Created a 8 pages company profile for Geco Chemical to present their product and services through print communication.

[Click here to View the Complete PDF version.](#)

Go To :

- | | | | | | |
|----------|----------------------------|----------|--------------------|----------|----------------------|
| 1 | Outdoor Advertising | 2 | 3D | 3 | Branding |
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| 7 | Events Stands | 8 | Photography | 9 | Video |

[Resume](#)



Print ⁴

TECON LIMITED

While working in Tecon, I have created 27 pages company profile for to present their product and services, awards and completed projects through marketing communication.

[Click here to View the Complete PDF version.](#)

Go To :

- 1 Outdoor Advertising
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[Resume](#)



Print ⁴

TECON LIMITED

Created a Tecon's quarter newsletter for internal purpose to make a communication between management and Employees by publishing quarterly happening events, best employee and achievements. This newsletter was designed as an initiative and request of the company's management.

[Click here to View the Complete PDF version.](#)

Go To :

- 1 Outdoor Advertising
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[Resume](#)



Print ⁴

Albatha Engineering Group

While working in Tecon, above newsletter was the initiative for this newsletter, designed this group Newsletter to emerge above as well to it and its still continue and publishing by the management.

To View more...Visit this page.

Click here to View the Complete PDF version.

Go To:

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Resume



Print 4

COOPER MIDDLE EAST

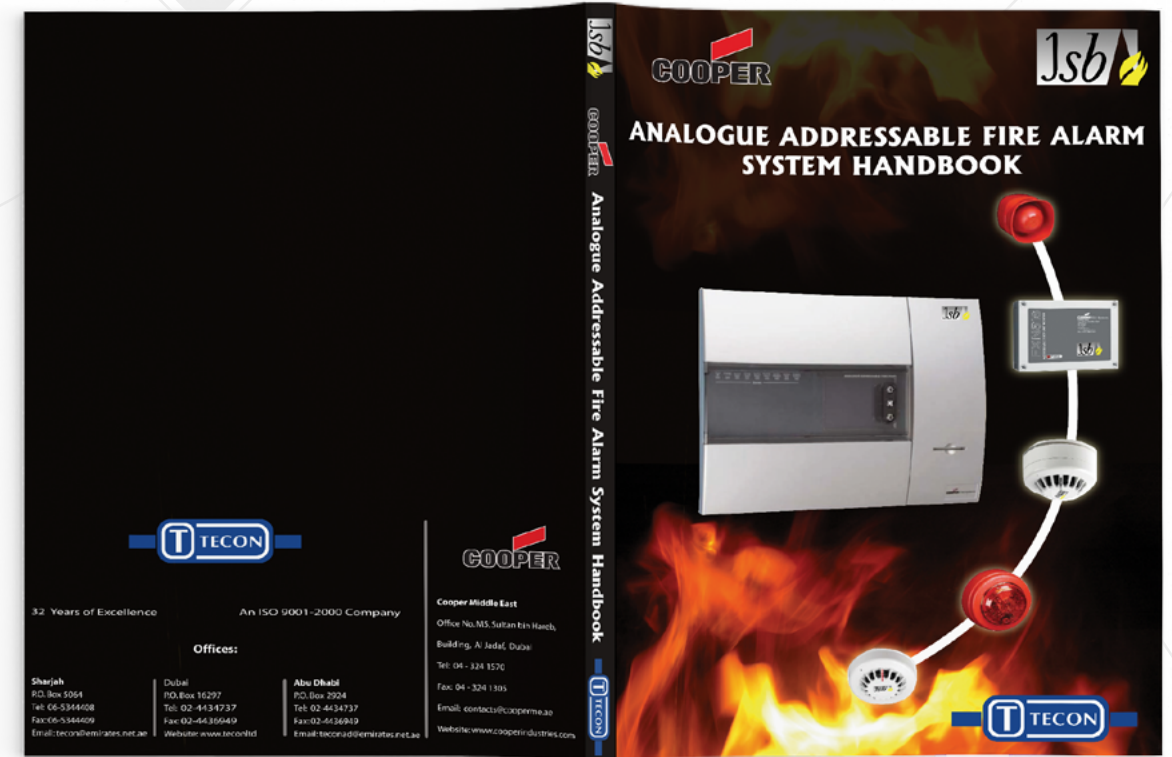
Cooper M.E. is a Europe based electrical manufacturing company. I have created a 127 Pages Catalogue including covers for Cooper Middle East for their Fire Alarm Products. This catalogue was a joint venture project between Cooper Middle East and Tecon Limited.

[Click here to View the Complete PDF version.](#)

Go To :

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|------------------------------|----------------------|------------------------|
| 1 Outdoor Advertising | 2 3D | 3 Branding |
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[Resume](#)



Print 4

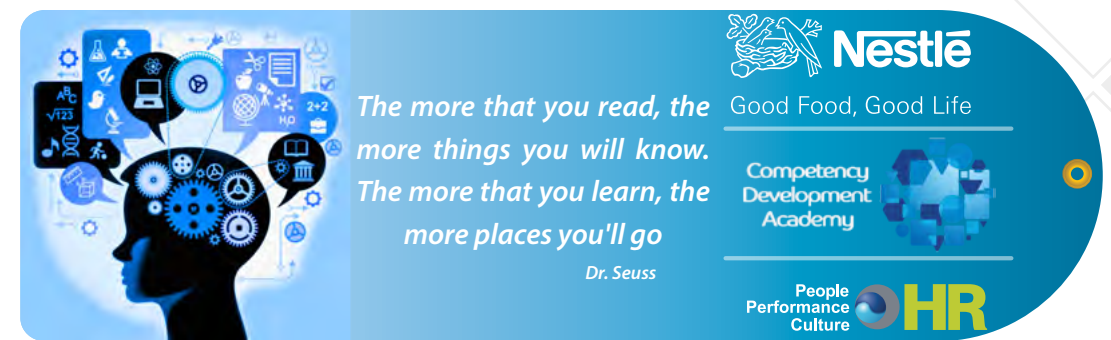
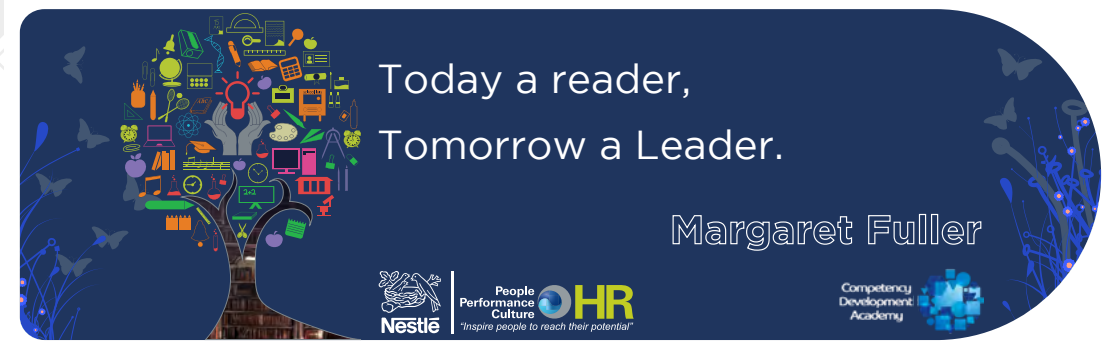
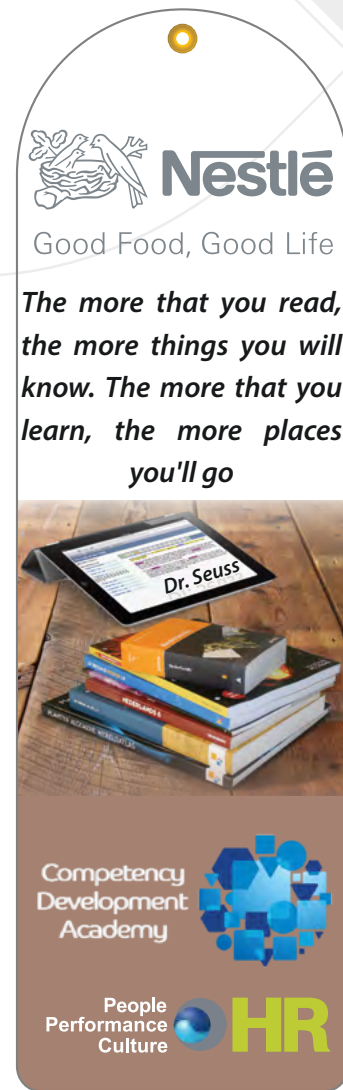
Nestle - Bookmarks

I have designed these bookmarks for the Nestle Library to motivate readers through quotes about reading from different personalities.

Go To :

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Resume



Print ⁴

Magazine Advertisement

Designed an advertisement for Emirates Construction Magazine to advertise the product and services of Tecon's to the contractors and consultant.

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that its experience in its home market (it has built 50% of China's airports) was a factor in it being tasked with delivering "the critical heart" of the project.

in overseas projects. He sees a major opportunity in serving the GCC's demand for affordable housing – particularly in Saudi and the UAE.

contractor, you need this kind of ability".
"To us, we're a contractor. Our business is to do construction. We're not really involved in the political."

33 Years of Excellence

- Lighting
- Lighting Controls
- Emergency Lighting
- Central Battery System
- Fire Detection System
- Cable Management System
- Cables & Wires
- Earthing & Lightning Protection System
















An ISO 9001-2000 Company













Sharjah	5064	06-5344408	06-5344409
Abu Dhabi	2924	02-4434737	02-4436949
Dubai	16297	04-2543414	04-25432 34



E-Catalogue ⁴

SENORTEC

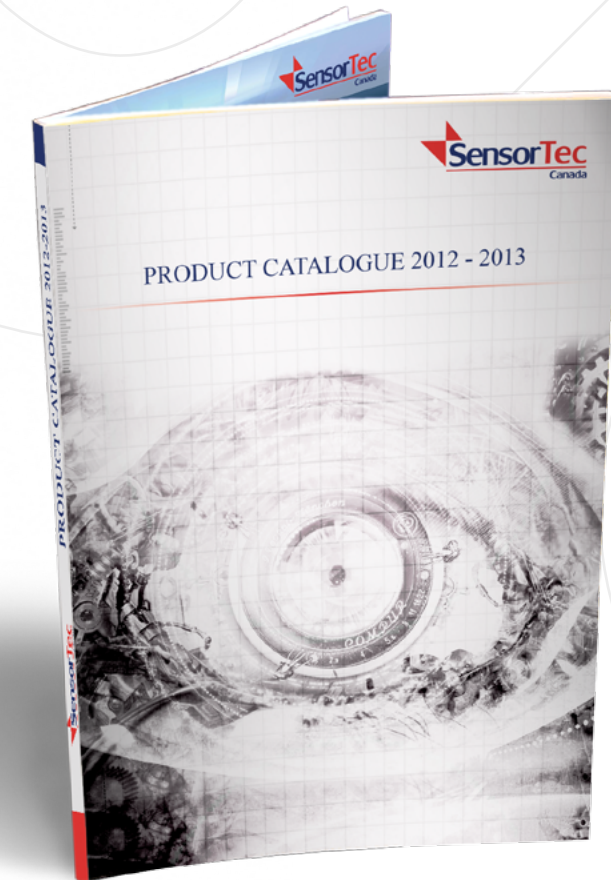
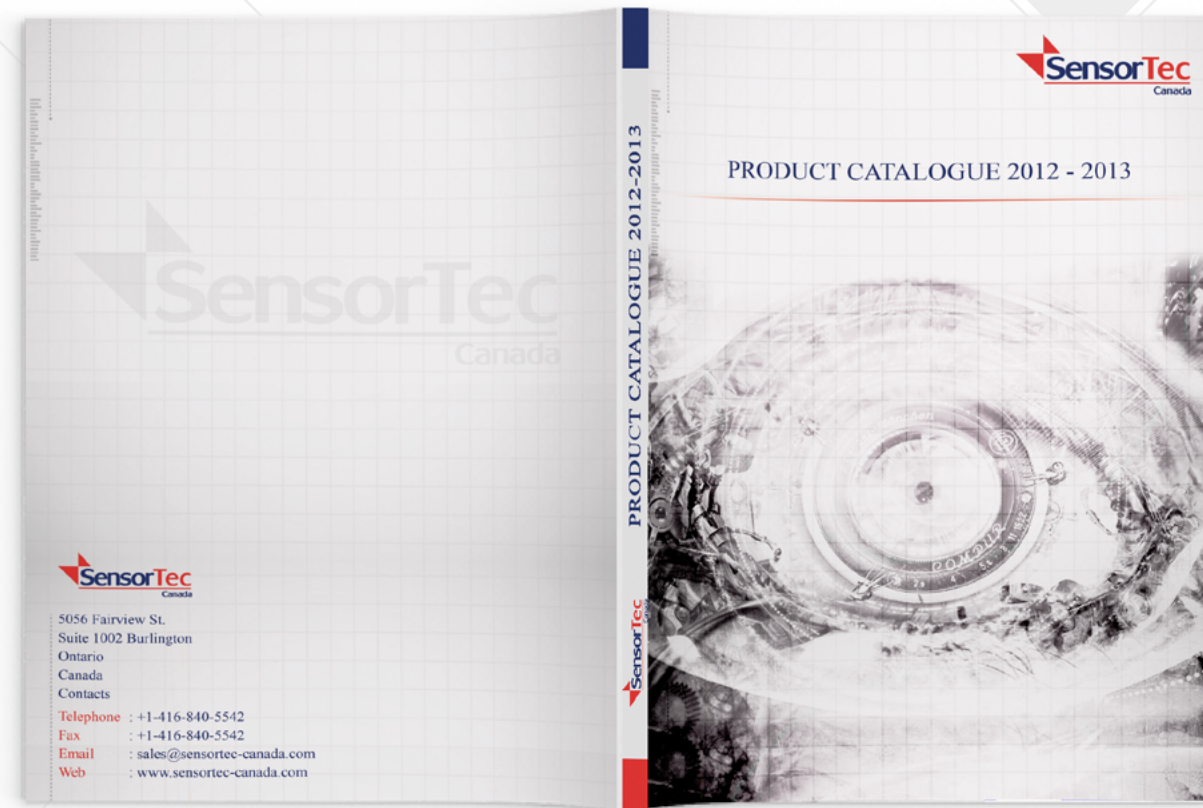
Designed a 90 pages PDF catalogue for company's Middle East version of products. This catalogue was a joint venture project between SensorTec Canada and Tecon Limited.

[Click here to View the Complete PDF version.](#)

Go To :

- | | | |
|------------------------------|----------------------|------------------------|
| 1 Outdoor Advertising | 2 3D | 3 Branding |
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| 7 Events Stands | 8 Photography | 9 Video |

[Resume](#)



Poster Design ⁴

Designed Posters for Tecon Limited and Riyadh Cables to visualize Tecon's corporate values for the customers and Riyadh cables products.

Sizes:

Tecon:

(W) 84.1 x (H) 118.9 cm

Riyadh Cables:

(W) 58.1 x (H) 73 cm

Go To :

- | | | |
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Resume



Photo Editing ⁶

GCC High-Rise Mashup

I have edit Image this for a cover for a magazine showing the GCC high rise buildings projects in Kuwait, KSA, UAE and Qatar.

Go To :

- 1 Outdoor Advertising
- 2 3D
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Resume



Photo Editing ⁶

I have edit these Image this for friend to preserve his family and childhood memories digitally.

For ALDAR HQ, I have edited the picture for the personal skill improvement.

Go To :

- 1 Outdoor Advertising
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Resume



ALDAR HQ Building, Abu Dhabi, UAE



Website Design⁵ (Wordpress)

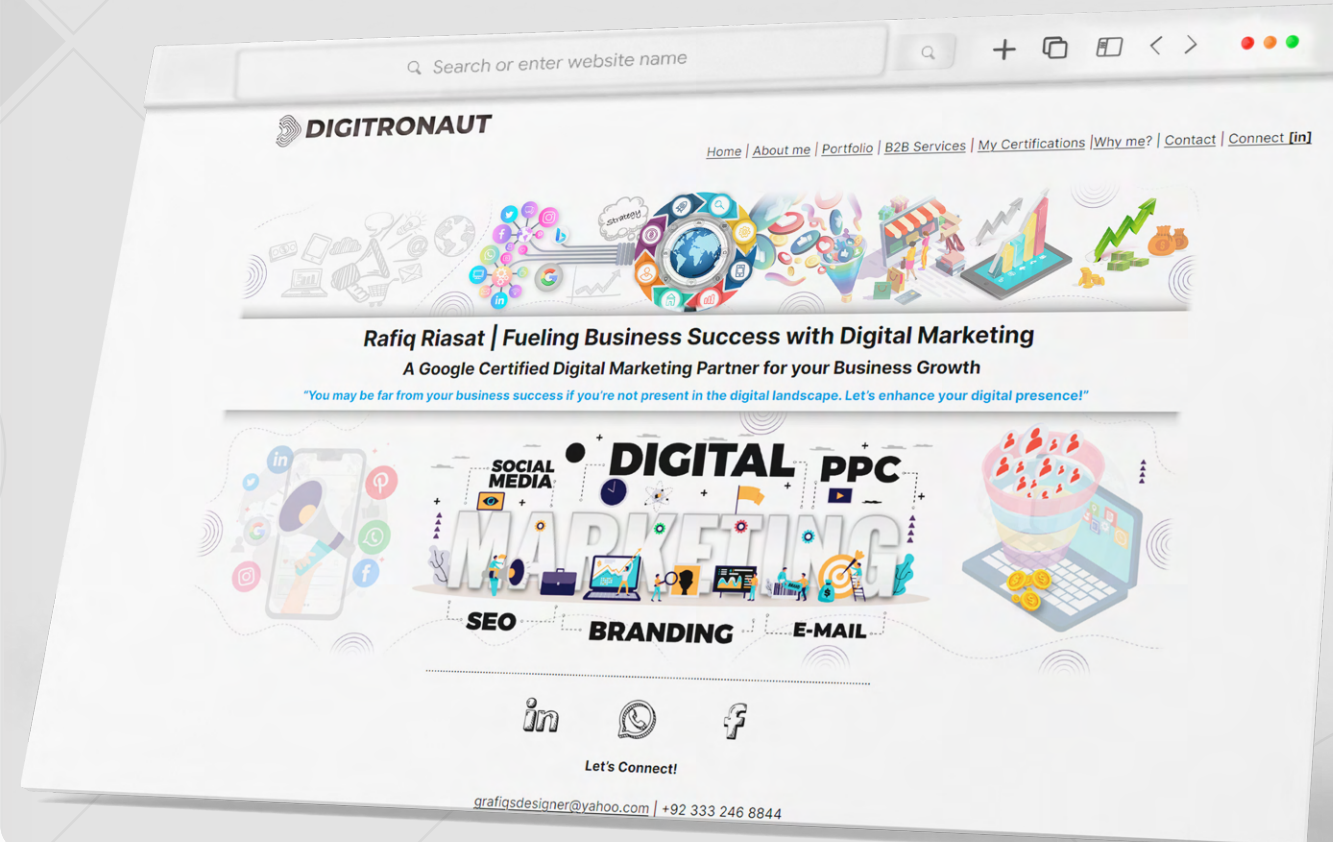
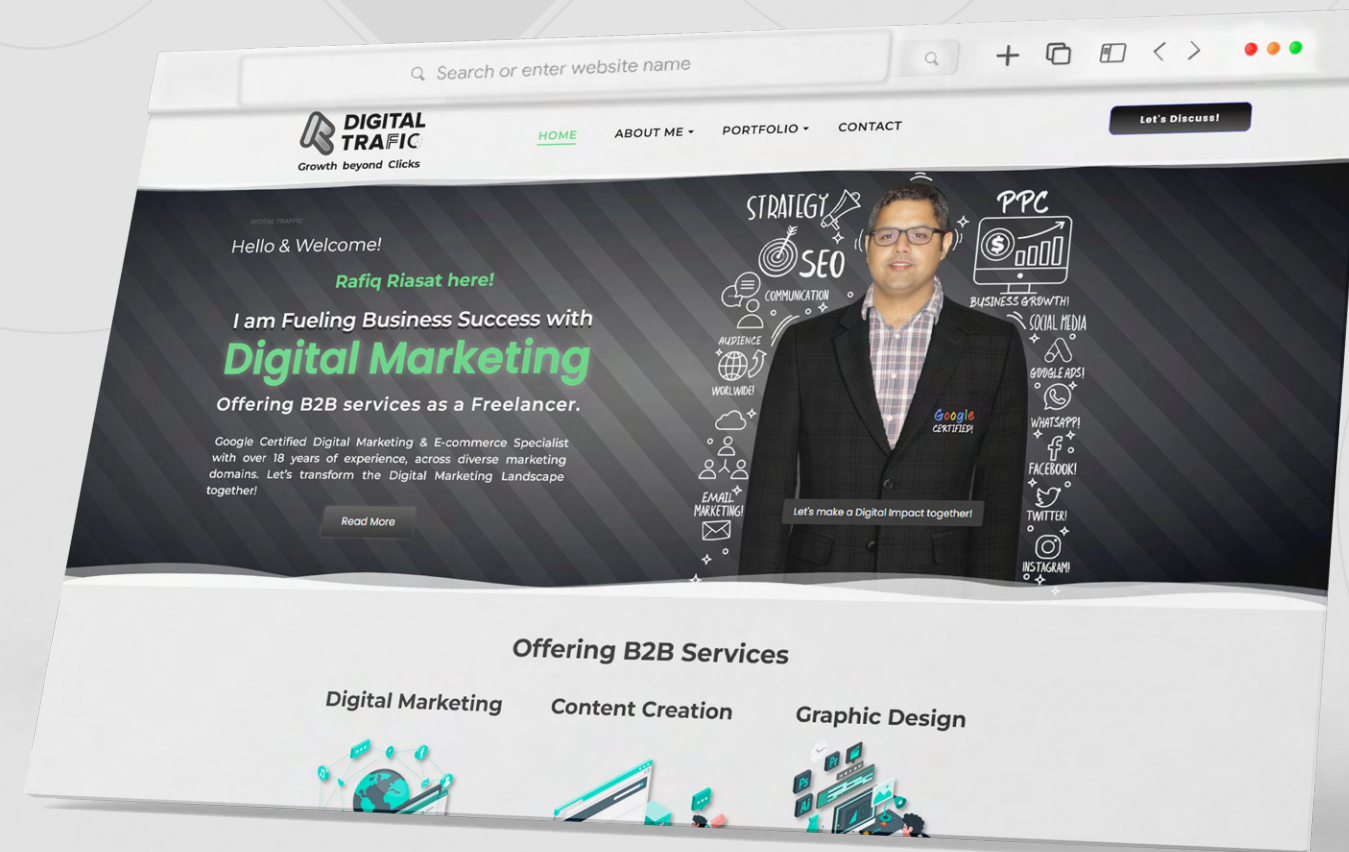
Explore my Web design prowess through Digital Trafiq's captivating personal branding—a visual symphony that enhances digital marketing. Dive into Digitronaut, where my creativity shines in crafting a vibrant learning project for the Google Digital Marketing Certified Course. Witness innovation and precision that define my creative excellence.

Go To :

- | | | |
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[Resume](#)

<https://digitaltrafiq.com/>



<https://digitronaut.wordpress.com/>



Website Design⁵ (Wix)

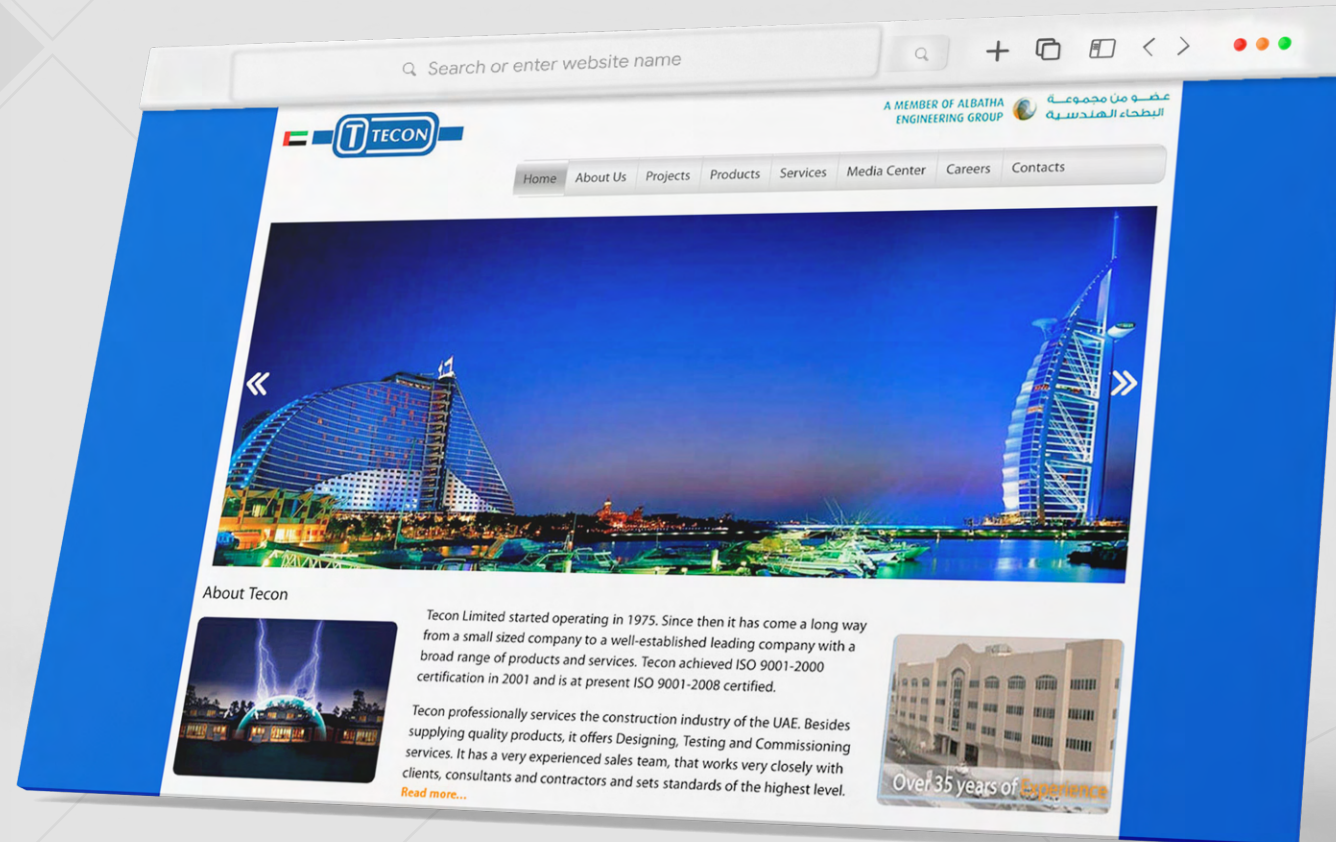
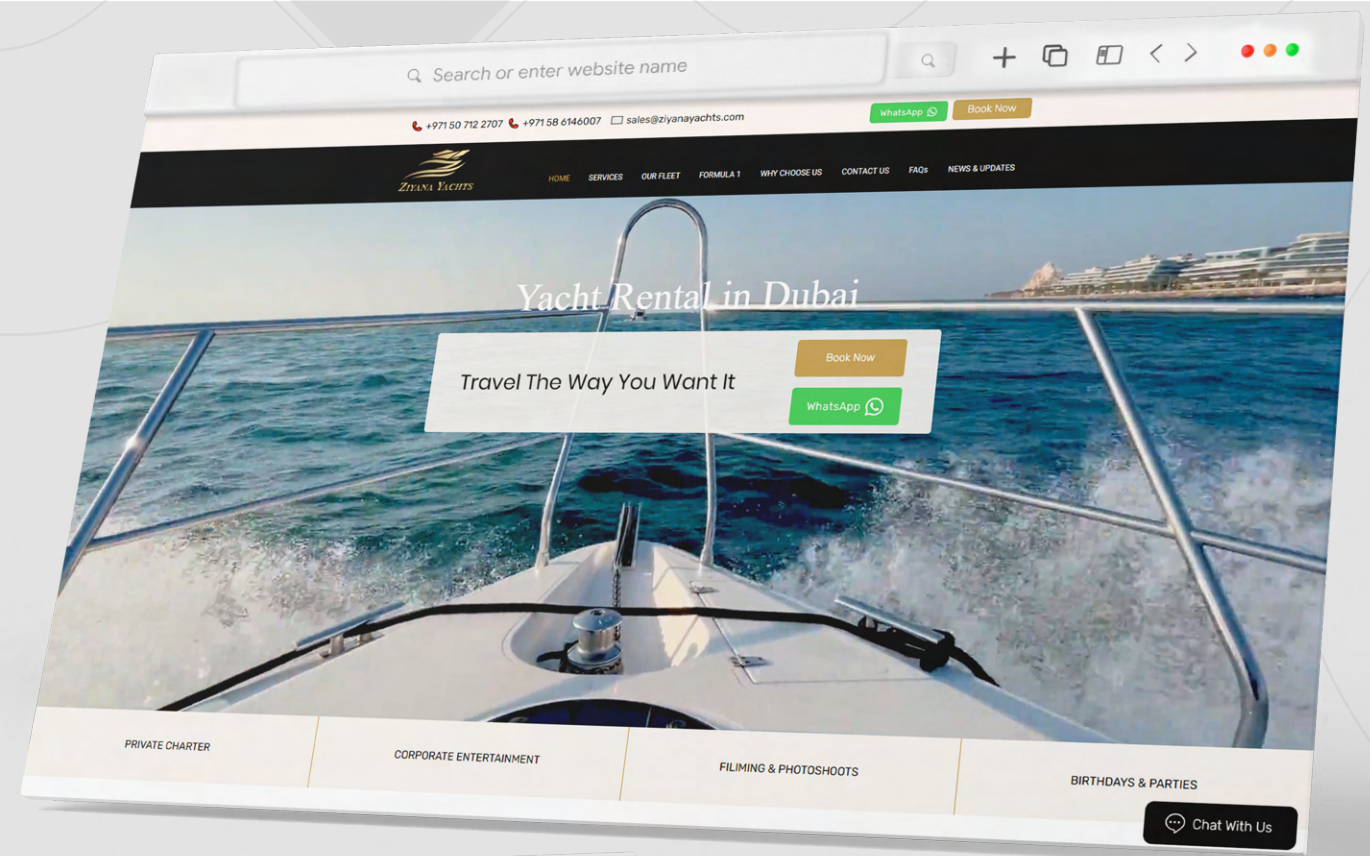
Dive into my web design expertise by browsing captivating, impactful web designs for Tecon, an innovative engineering solutions firm in Dubai, and Ziyana Yachts, a premier luxury yacht rental company. I have elevated the online presence with captivating visuals and a seamless user experience, reflecting the essence of these dynamic and sophisticated businesses.

Go To :

- | | | |
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Resume

<https://ziyanayachts.com/>



<https://tecon.ae/>



Lighting ⁶

Project Mockup

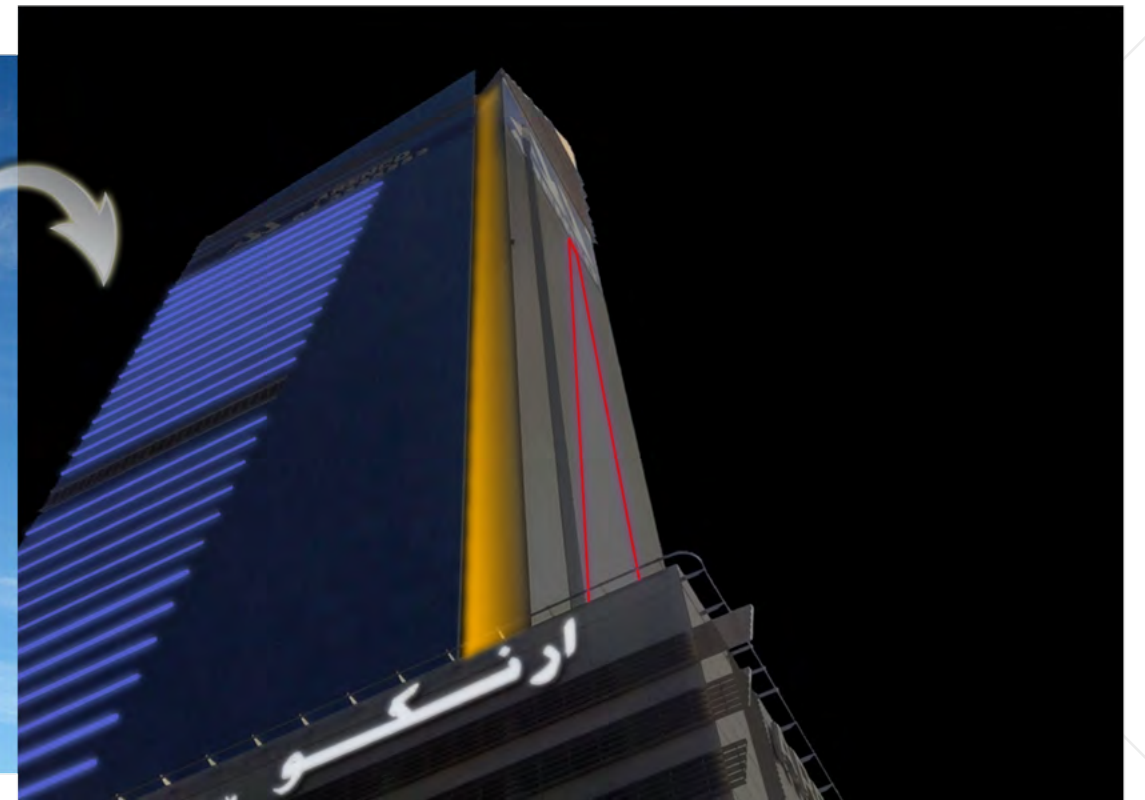
While working in Tecon, I had done a lighting Mock-up for the Arenco Tower, Dubai for lighting Design Presentation of the products proposed for the project.

[Click here to View proposal.](#)

Go To :

- | | | |
|------------------------------|----------------------|------------------------|
| 1 Outdoor Advertising | 2 3D | 3 Branding |
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| 7 Events Stands | 8 Photography | 9 Video |

[Resume](#)



Lighting ⁶

Project Mock-up

While working in Thorn, I had done a lighting Mock-up for the Multi Story Hotel in KSA for Technical Lighting Design Presentation of the products proposed for the project.

Click here to View proposal.

Go To :

- 1 Outdoor Advertising
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- 4 Print
- 5 Website
- 6 Photo Editing
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- 8 Photography
- 9 Video

Resume



Lighting ⁶

Project Mock-up

While working for my Client, Litepros, Dubai. I had done a lighting Mock-up for the project Lakhani Villa for Lighting Design Presentation of the products proposed for the project.

Click here to View proposal.

Go To :

- 1 Outdoor Advertising
- 2 3D
- 3 Branding
- 4 Print
- 5 Website
- 6 Photo Editing
- 7 Events Stands
- 8 Photography
- 9 Video

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Lighting ⁶

Project Mock-up

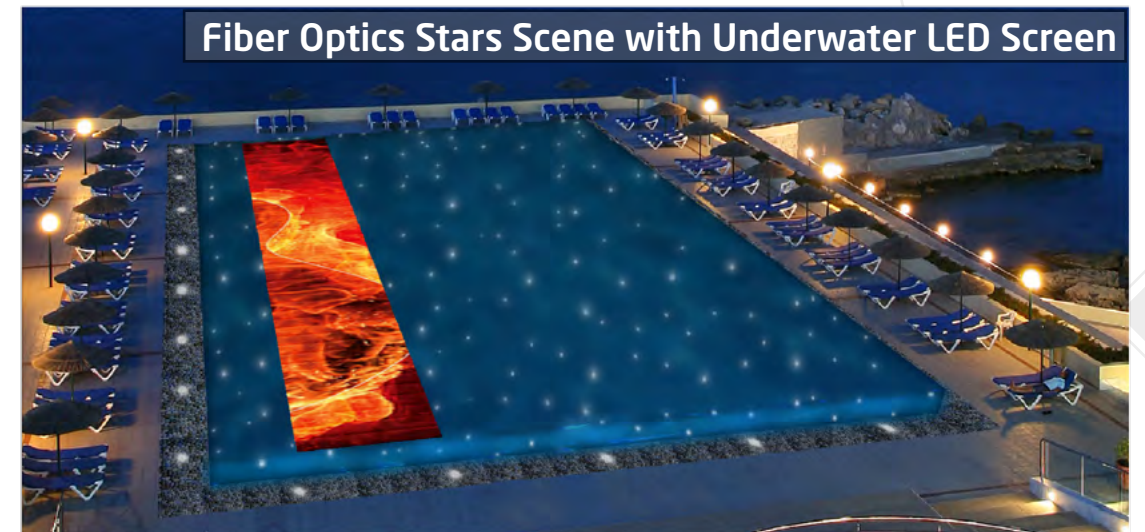
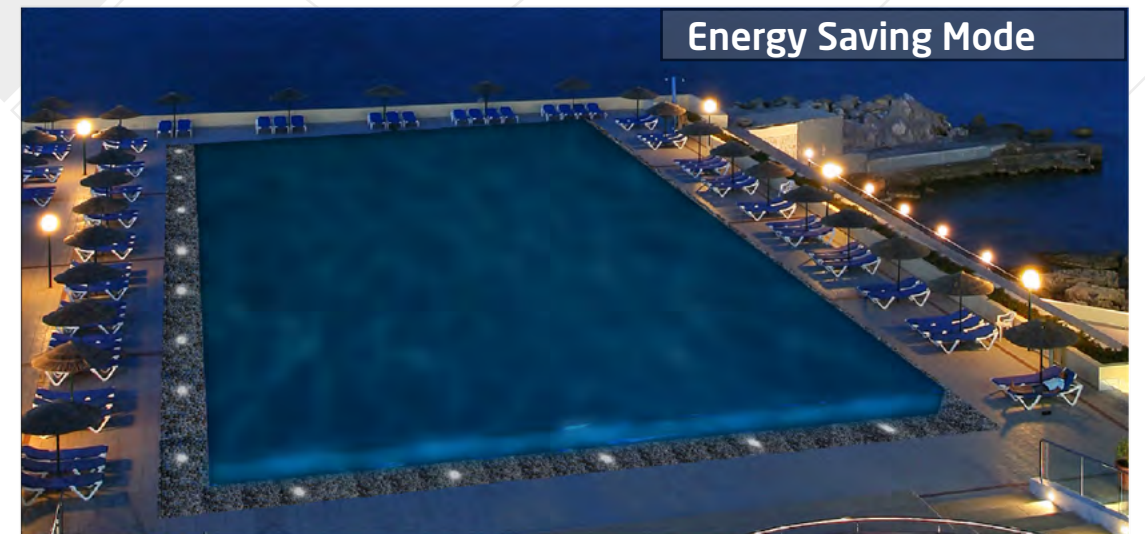
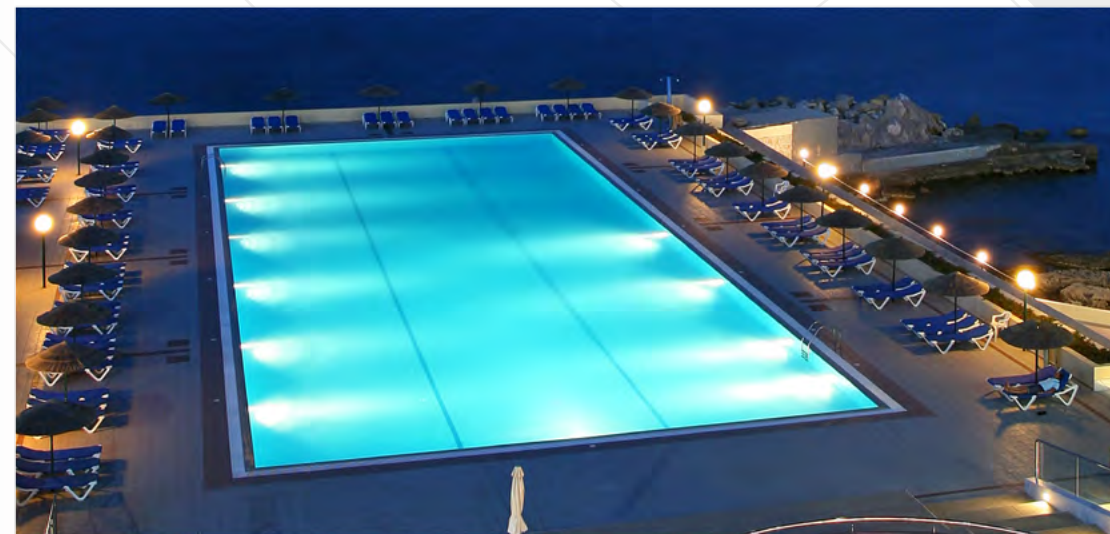
While working for my Client, Litepros, Dubai. I had done a lighting Mock-up for the project HONGQIAO Wealine Clubhouse Shanghai for Lighting Design Presentation of the swimming pool products proposed for the project, including underwater LED.

[Click here to View proposal.](#)

Go To :

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| 1 Outdoor Advertising | 2 3D | 3 Branding |
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| 7 Events Stands | 8 Photography | 9 Video |

[Resume](#)



Lighting ⁶

Project Mock-up

While working for my Client, Litepros, Dubai. I had done a lighting Mock-up for the project Jafza office building for Lighting Design Presentation of the Facade Area of the project.

[Click here to View proposal.](#)

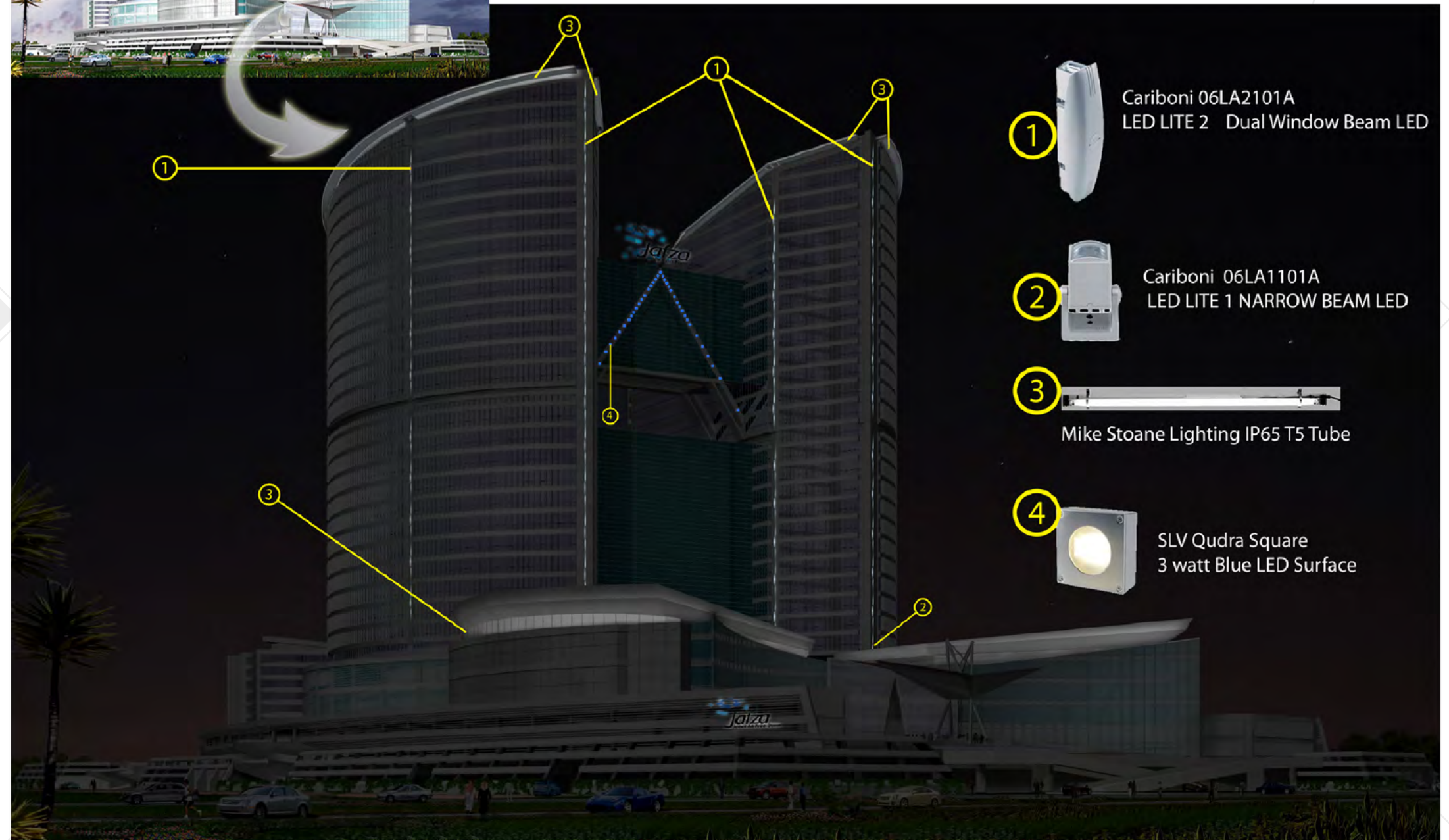
Go To :

- | | | |
|------------------------------|----------------------|------------------------|
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[Resume](#)



Day View



Event Stands ⁷

THORN LIGHTING

Designed 3 rollups stands for a corporate event held in KSA to present the achieved & completed Projects (Regional & International) and products.

Go To :

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| 1 Outdoor Advertising | 2 3D | 3 Branding |
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Resume



Photography ⁸

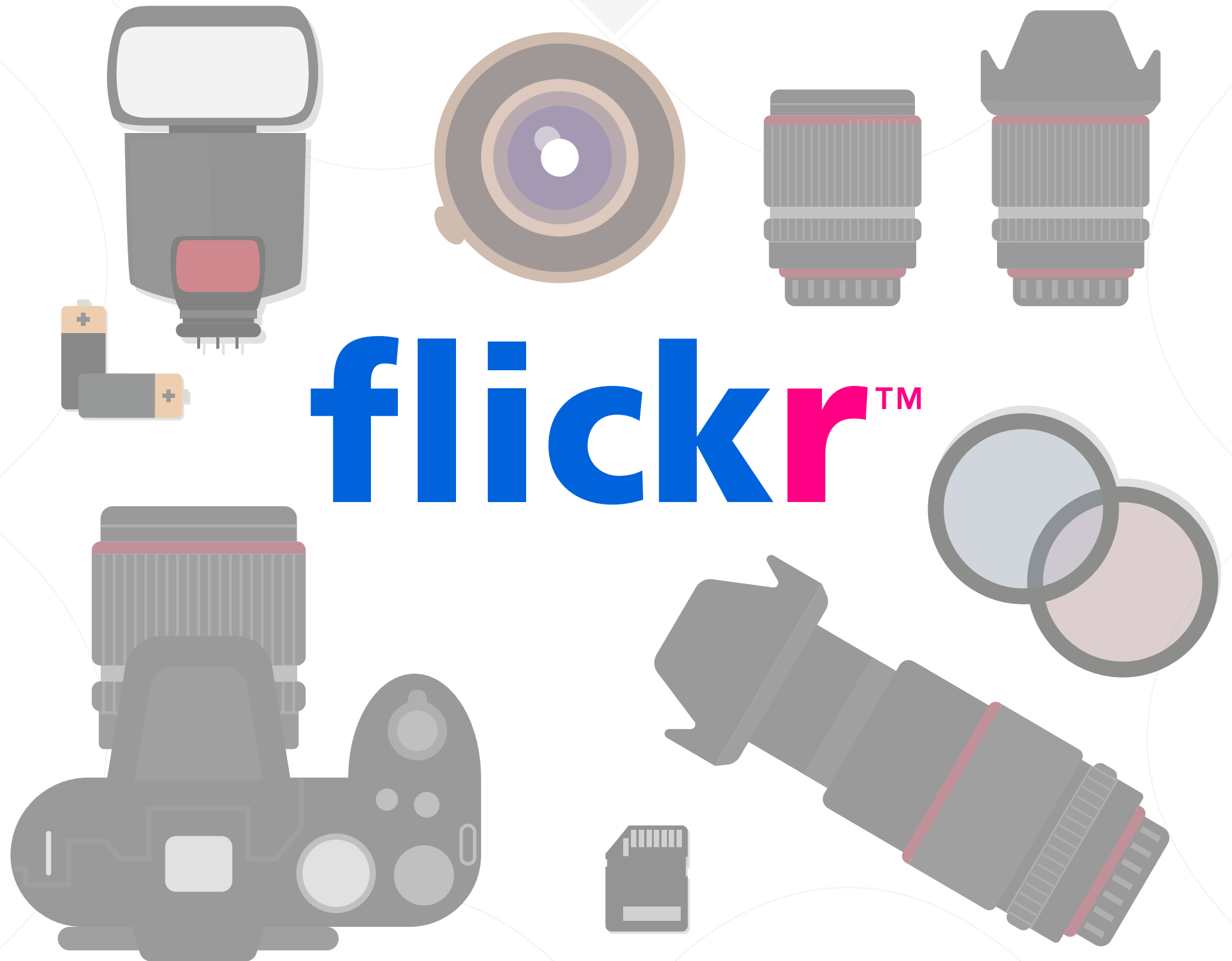
Photography is my hobby and my artistic flair inspire me to add some more to my skills so i start photography since last 4 years.

Please have a look at my Flickr Profile.

Go To :

- 1 Outdoor Advertising
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- 6 Photo Editing
- 7 Events Stands
- 8 **Photography**
- 9 Video

Resume



Video ⁹

Video Editing & 3D Video Mockups

Please have look the videos which i edited and done mock-up for my projects.

Click on the video to watch.

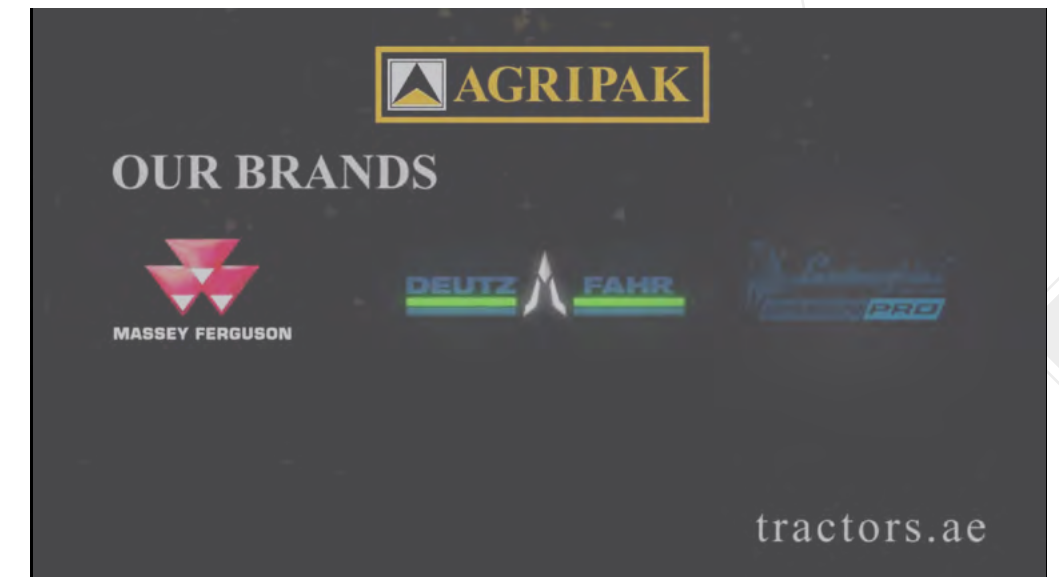
Go To :

- 1 Outdoor Advertising
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- 3 Branding
- 4 Print
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- 7 Events Stands
- 8 Photography
- 9 Video

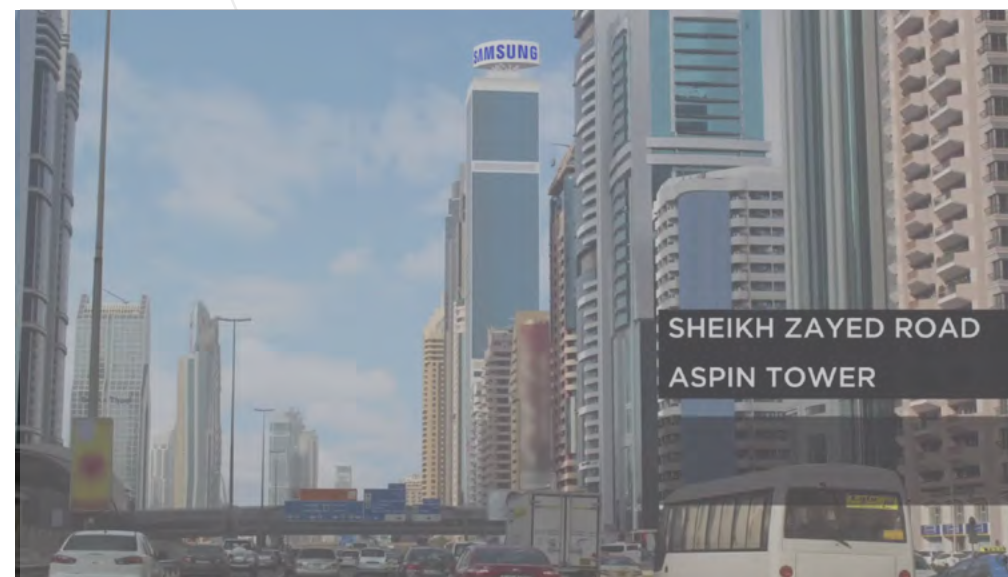
Resume



HYUNDAI, Dubai SkySign Site Construction Presentation



AGRIPAK Corporate Presentation



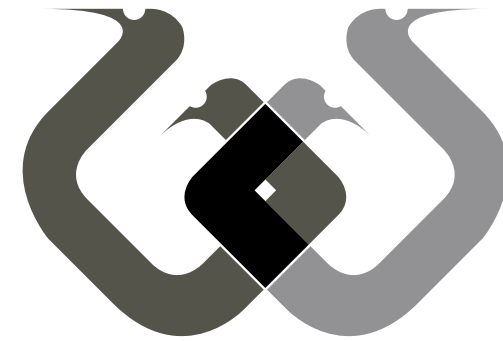
SAMSUNG 3D Rotating Skysign Mock-up





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**GRAFIQS
DESIGNER**

THANK YOU

Rafiq Riasat

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Social Presence :



/grafiqsdesigner

<https://www.digitaltrafiq.com/>