Zaid Ahmed

Brand Designer

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SUMMARY

Designer working across brand, campaign and digital design, first freelance for 30 clients across six countries and now as sole designer for an international nonprofit operating in 18 countries. Ships creative end to end: identity systems, digital advertising for web, social and email, print, out-of-home and experiential, presentations and sales collateral, and production-ready files. Runs an active AI practice with Firefly, Claude and Google AI Studio in daily production.

EXPERIENCE

Imam Development Program | Product Designer — Dec 2022 to present

Remote. International nonprofit

- Authored the 2025 brand guidelines and 20+ reusable templates, removing the design-review bottleneck so non-design staff could publish on-brand work independently.
- Sole designer for every digital and print touchpoint as the organization scaled from 13 to 18 countries, with content localized in English, Arabic and Swahili.
- Part of the team whose localized fundraising campaigns raised more than US$2 million, designing the campaign pieces for each country and donor segment.
- Shot and edited video on the ground across five African countries for social and donor campaigns, cutting and finishing in Premiere Pro and After Effects.
- Built the brand into a reusable design system in Figma (3 token tiers, 40+ components, no hard-coded colours), so the website and app carry the brand without a review on every page.
- Worked within a team of 5 to 10, mostly marketing; mentored marketing and design interns; handed off to developers through brand books and design tokens.

Quedec Designs | Freelance Designer — Feb 2017 to Oct 2022

Hyderabad, India

- Designed identity, print, packaging and campaign work for 30 clients across six countries, including the NHS and Mercy Mission UK, taking each engagement from discovery through final artwork and handoff.
- Ran roughly 15 repeat-client engagements in parallel, holding brand consistency and client deadlines across logo, identity, social and print output, and bringing in other designers per project.
- Prepared press-ready artwork to printer specification across packaging, brochures, banners and signage: bleeds, trapping, colour separations and CMYK proofing.
- Built the brand identity and a full website design system for Muslim Puls, Germany, defined end to end in the brand book, in three weeks.
- Led event branding and collateral for the Mercy Mission UK Summit (brochures, banners, signage, donation cards, team badges) on a two-week deadline, the practice's largest project.

PROJECTS

Kunooz Farms | Brand identity and a Shopify store

- Designed the identity and packaging for a new honey brand, then took over its live Shopify store: fixed 38 problems, rewrote every page and restyled the theme to the brand, across 68 products in eight categories.
- Live at kunoozfarms.com.

Muslim Puls | Brand identity and a website design system

- A brand identity and a full website design system for Muslim Puls in Germany, defined end to end in one brand book.
- Done in three weeks. The brand guidelines open on the brand page.

EDUCATION

Humber Polytechnic, Toronto, ON | UX Design Graduate Certificate — 2026

Osmania University, Hyderabad, India | B.E. Computer Science Engineering — 2017 to 2022

Google | UX Design Professional Certificate — 2023

SKILLS AND TOOLS

Logo and identity design · Brand guidelines and templates · Print, packaging and prepress (bleeds, trapping, colour separations, CMYK proofing) · Campaign design for web, social and email · Typography and layout · Multilingual layout (English, Arabic, Swahili) · Design systems (tokens, variables, components) · Video editing and motion · Client workshops and discovery · Accessibility

Illustrator · Photoshop · InDesign · Premiere Pro · After Effects · Figma · Framer · Shopify · WordPress · Adobe Firefly · Claude · Claude Design · Google AI Studio