

# SOHAIL AHAMED

GRAPHIC DESIGNER | VIDEO EDITOR

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## PROFILE

Graphic Designer & Video Editor with 4 years of experience producing engaging visual content for digital, social media, advertising, and marketing campaigns. Built full-format campaign systems — spanning social carousel, print brochure, and motion ad for LED display clients, and multi-line packaging systems for FMCG wellness brands. Skilled at balancing concurrent design and video briefs across agency and in-house accounts, adapting creative concepts to brand guidelines and campaign objectives, and delivering consistently under deadline

## SKILLS

**Graphic Designing** - Branding & Visual Identity, FMCG Packaging & Label Design, Social Media Creatives (Posts, Carousels, Reels, Stories), Print Design (Brochures, Posters, Advertisements, Presentations), Typography & Layout Design, Colour Theory, Visual Communication, Mockup & Presentation Design.

**Video Editing** - Promotional & Brand Videos, Short-Form & Long-Form Video Editing, Motion Graphics, Animated Titles & Kinetic Typography, Transitions & Basic Visual Effects, Colour Correction, Audio Mixing & Sound Design, Subtitles & Captions.

## TOOLS & SOFTWARE

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, DaVinci Resolve

## WORK EXPERIENCE

**Graphic Designer & Video Editor — Xigi Tech Private Ltd, Theni**

08/2024 – Present

- Produced 50+ motion graphics ads for outdoor LED screens for Xigi and client campaigns, from concept and design to animation and final render
- Edited 40+ short-form video reels for Xigi and client social media accounts, handling cuts, pacing, colour, and audio sync
- Created FMCG packaging designs including pouch layouts, labels, and realistic product mockups, delivered print-ready for production
- Designed 50+ marketing creatives for Xigi and client brands, including social media posters, brochures, business cards, and campaign assets
- Developed logos and brand identity elements for client projects, maintaining visual consistency across digital and print platforms

**Video Editor — Mr. Pictures Studio, Chennai**

12/2023 – 06/2024

- Edited corporate video content for Decathlon, including short-form and long-form promotional cuts for brand and marketing use
- Edited wedding films and event videos, creating engaging highlight edits and long-form storytelling cuts
- Edited short-form and long-form video content for brand promotion and marketing campaigns
- Applied colour grading, audio sync, transitions, and pacing across social-first and event video deliverables

**Junior Graphic Designer — PayAgri Innovation Private Ltd, Theni**

08/2021 – 08/2023

- Created visual assets for digital and print marketing — posters, banners, brochures, and social media creatives
- Assisted in logo design and brand collateral while following brand guidelines to ensure consistency
- Iterated designs based on stakeholder feedback, improving clarity and visual quality across campaigns
- Supported campaign visuals that enhanced brand visibility across digital channels

## EDUCATION

**Master of Computer Applications**  
SRM Institute of Science and Technology, Chennai - (2022 - 2024)

**Bachelor of Computer Science**  
MSS Wakf Board College - Madurai - (2017 - 2020)