

Bilal Ahmed

Graphic Designer | Brand Identity, Print & Digital, Motion Design

Montréal, QC · (438) 526-1625 · ahmedbilal458@gmail.com

Portfolio [behance.net/bilalahmed255](https://www.behance.net/bilalahmed255) · **LinkedIn** [linkedin.com/in/bilalahmedcreative](https://www.linkedin.com/in/bilalahmedcreative)

SUMMARY

Graphic designer with 3+ years in creative production across brand identity, print, digital and motion. Led the LUMSx rebrand end to end, from brand book and type system to posters, social templates, decks and merchandise. Turns complex information into clear, engaging visuals, backed by a 3D/VFX background and AI-assisted workflows.

SKILLS

Design	Brand Identity & Guidelines, Visual Identity, Typography, Layout, Editorial & Poster Design, Social Media Graphics, Presentation Design, Marketing Collateral, Illustration, Packaging & Merchandise, Web & UI
Direction	Art Direction, Concept Development, Research-Based Design, Content Strategy, Storyboarding
Motion	Motion Graphics, 2D & 3D Animation, Video Editing, Unreal Engine, Blender, Virtual Production
Tools	Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere Pro, Acrobat, Firefly), Figma, PowerPoint, Keynote, Google Slides, Procreate, Midjourney, Runway

EXPERIENCE

Visual Designer & Animator

LUMSx, Lahore University of Management Sciences · Lahore, Pakistan

Feb 2026 – Aug 2026

- Led the multi-phase LUMSx rebrand: brand book, logo lockup and wordmark, colour palette, shape language and a type system with Urdu script support, built to scale across courses and channels.
- Rolled the system out across print and digital: editorial poster series, social media templates, billboard concepts and merchandise (mugs, tumblers, bookmarks, corporate gift box).
- Designed the director deck making the case for the rebrand: strategy, colour, type, shape and audience impact.
- Art directed online courses alongside the rebrand (Prompt Engineering Essentials, Intro to Python, Entrepreneurship 101), collaborating with faculty on course cards, banners, motion graphics and on-camera styling.

Research Artist (Graphic & Brand Design)

CHISEL Human-Computer Interaction Lab, LUMS · Lahore, Pakistan · Contract

Jul 2025 – Dec 2025

- Designed the brand identity for the Disability Inclusion and Innovation Center (DIIC) and marketing assets for the 4th Allied Bank Fintech Hackathon; edited the Vimersive Studio showreel.
- Designed website UI, digital assets and data visualizations communicating research on VR for memory recognition and early digital interventions for children with dyslexia and autism, with a focus on accessibility.

Lead VFX Artist

Kogency · Lahore, Pakistan

Apr 2023 – Apr 2025

- Led VFX and 3D production for brand campaigns, delivering cinematic CGI and real-time animation in Unreal Engine, from environments and lighting to camera and final render.
- Built AI tools (Midjourney, Runway, Adobe Firefly) into the pipeline, speeding up concepting and asset creation.

FREELANCE

Illustrator (Commission)

Friedrich-Ebert-Stiftung (FES)

2026

- Created *Carving Space*, an eight-panel visual interpretation of trade unionist Aima Mehmood's interview for the FES monograph *Women Leaders in Trade Unions of Pakistan*.

EDUCATION

Master of Arts, Educational Technology (with Internship) · Expected 2028

Concordia University · Montréal, QC

BA (Hons), Interdisciplinary Expanded Design and Arts · 2021 – 2025

Beaconhouse National University, Mariam Dawood School of Visual Arts & Design · Lahore, Pakistan