

Syed Ahmar Shahab

Experiences:

More than 20 years of experience in the field of Ad agencies, Textile and Fashion Industry like:

- Wahedna D' Arcy. As a Visualizer (2.5 Years),
- Interflow Communication Pvt. Ltd., As a Creative Manager (10 years),
- Adétude Pvt. Ltd., As a Creative Manager (1.3 years).
- RG-Blue As a Sn. Creative Manager (1 year).
- DDB (Worldwide) Bullseye. As an Art Director (1 year).
- Lakhany Silk Mills Pvt. Ltd., As a Creative Manager. (5 Years)

Passionate in:

Logo Designing, Corporate Identity, Packaging, Look Book/Catalog. Photo Shoots, Art Direction and Paintings

Professional Education:

Diploma in Communication Art from Karachi School of Art in the year of 1991 - 1995

Academic Qualification:

Inter in Commerce from Islamia Arts & Commerce College.

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Clients and the Various Brands:

- **Philips** (Kitchen & Home Appliances)
- **Caltex** (Motor Oil)
Brands: Delo, Havoline.
- **Intlab** (General Household Products)
Brands: Comelle Condensed Milk, M&M Chocolate Beans, Mars Chocolate Forhans Tooth Paste & Vaseline Hair Tonic.
- **Mobilink** (Cellular Company)
Brand: Jazz - Launch (Zara Sheikh) Campaign
- **Fedex** (Federal Express) Corporate Stationaries.
- **English Biscuits Manufacturers** (Peek Freans)
Brands: Rio, Butter Puff & Whole Wheat Grain
- **Indus Motor Company** (IMC)
Brands: Launches Cuore, Eco & Automatic Annual Reports etc.
- **British Petroleum** (BP Pakistan)
- **Aero Asia** (Airline)
Brands: New Logo Design Launch, Corporate ID & Develop Airline Tail
- **Efroze** (Pharmaceutical Company) Corporate Profile
- **Abbott** (Pharmaceutical Company)
Brands: Tablet Surbex "Z" New Logo Design & tablet Brufeen Campaign
- **Manpasand** (Banaspati Oil & Ghee)
Brands: Launch Banaspati Oil & Ghee brand Logo & Packaging etc.
- **Unilever**
Brands Rafhan: Launch Campaign all Deserts & Traditional products packaging), Energile packaging etc.
- **Union Bank/Amex** (American Express).
Brands: Launch all UB Products & Launch Amex Credit Cards etc.
- **United Bank Limited** (UBL)
Brands: Launch (after privatization) Campaign & all Products etc.
- **Barclay Bank**
Brands: Launch of Barclay Bank Campaign & other Products
- **Ufone** (Cellular Company)
Brands: All Products Prepaid & Launch Postpaid etc.
- **Pakistan State Oil** (PSO)
Brands: Annual Report
- **Pakistan Telecommunication Limited** (PTCL)
Brands: New Corporate Logo Brand Identity, Campaign Launch, Broadband & Phone'n Net etc.
- **Skincare Company** (Cosmetics)
Brands: Launch Campaigns all Packaging of Acne Free Gel, Skinwhite Creme Bar, Fair Menz Sun Block Cream, Garmi Cool, Mini AC, Skinwhite Bleach Cream etc.
- **Chicken Cottage** (Fast Food)
Brands: Launch Campaign etc.

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Clients and the Various Brands:

- **3M** (Scotch Brite)
Brands: Launch (All new 3M Brand Identity Incorporate) SB-Window Glass Cleaner Label, SB-Toilet Bowl Cleaner, SB-Aluminum Foil Packaging, SB-Fresh Wrap Packaging, SB-Sponge Wipe Packaging, SB-Floor Cloth, SB-Spiral Twin Pack, SB-Wiper Label, SB-Broom Label & 3M New Corporate Branding.
- **Hobby** (Cosmetic Products)
Brand: Launch Shampoo, Hand wash Baby Wipes.
- **Lakson Tobacco Brands** (Philip Morris International)
Brands: L&M, Morven Gold, Red & White & K2
- **Pakola** (Mehran Bottlers)
Brands: Pakola (Green Syrup 1.5 ltr) Label & Launch Campaign
- **Chatkhaar** (National Foods)
Brands: Launch "Chatkhaar" Chutnies & Achar
- **Mahi** (Sea Foods)
Brands: Develop Logo, Packaging & First Outlet Design
- **Bank Alfalah**
Brands: Corporate Products & Launch Business Account (Kamyab Karobar)
- **Lipton**
Brands: Lipton Tea Corporate
- **Johnson & Johnson** (Medicine Products)
Brands: Listrene, Bandryl & other OTC Products
- **Foodaxis** (Snacks Products)
Brands: Fins Snacks Packaging & Launch Eeto Flavors
- **Orient Textile Mills (Deepak Parwani)**
Brands: Launch (1st & 3rd) Deepak Parwani Catalogs
- **Shariq Textile**
Brands: Rabea, Sahil Catalog
- **Janoo Textile**
Brands: Gents Suits Catalog
- **Bonanza Textile**
Brands: Lawn Catalog
- **Lakhany Silk Mills Pvt. Ltd.** (LSM Fabrics).
Brands: Sophia Sehar, Cassimere, Zunn, Komal/Komalife, Gorgeous Wintery, Rosette, Zainab Chottani, FTA (Farah Talib Aziz), LSM Shawls, LSM Chikankari, LSM Luckhnowi, LSM Men's, LSM Kidz, and many many more.
- **Nomi Ansari (Designer)**
Brands: Lawn Catalogs
- **Saya Textile**
Brands: Lawn Catalog
- **Akbar Aslam (Designer)**
Brands: Lawn Catalogs