DAWOOD SHAFQAT

Visual Designer • Brand Strategist • AI Consultant

Designing scalable visual systems, including graphic design and motion-led content, across digital platforms. Translating brand strategy into clear, engaging experiences through UX/UI and storytelling, while helping businesses put AI to work through tailored solutions and automation.

Info

Address
Arabella 2, Mudon

LinkedIn
https://www.linkedin.com/in/dawood-shafqat/

Email
dawoodshq@gmail.com

Website
https://dawood.digital

Phone
+971 52 122 1836

Status
Golden Visa

Education

Simon Fraser University (Canada)
(2016 - 2020) - Bachelors of Science: Major in Interactive Arts & Technology

Fraser International College (Canada) (2014 - 2016) - Engineering Science Transfer Program

The Winchester School (Dubai)
(2009 - 2014) - IGCSE and A-level

Skills

Generative AI Tools

UX/UI Design

Web Design

Shopify / Wordpress

Social Media Strategy

Adobe Creative Suite

Social Media Marketing

Creative Direction

AI Workflows

Experience

- **Softhouse.ai -** Digital Designer & AI Consultant (Dec 2023 - Present)
  - Designed visuals for digital and print campaigns, translating brand strategy into social media assets and branded content.
  - Designed client websites and Shopify storefronts, creating wireframes, prototypes, and UI mockups to define layouts and user flows.
  - Advised clients on AI adoption and automation, identifying opportunities based on their business needs and existing workflows.
  - Built custom demos and implemented tailored AI solutions and automated workflows to address client requirements.
  - Managed social media marketing for clients, running paid ad campaigns across platforms and optimizing targeting, ad creatives, and budgets.

- **ICB Labs -** Graphic Designer/(UX/UI) (2025)
  - Designed visually compelling marketing assets aligned with brand identity and campaign goals, contributing to 10+ campaigns.
  - Utilized AI to increase design efficiency, reducing asset creation time by 30%.
  - Collaborated with marketing teams to ensure consistent visual communication across channels, supporting multi-channel campaigns.

- **Inter Equipment -** Sales/Marketing Intern (July 2022 - Dec 2022)
  - Conducted market research using qualitative and quantitative data to support campaign improvements.
  - Created structured Excel reports and visual data presentations for internal decision-making.
  - Designed promotional materials including posters, flyers, email campaigns, and social media content.

- **AJ Studios** - Associate Photographer/Videographer (Sep 2019 - Jun 2025)
  - Captured and edited professional photo & video content for events and clients.
  - Managed equipment setup, maintenance, and planning during shoots.
  - Collaborated with clients to understand creative direction and deliver high-quality results.

Hobbies & Interests

- Crypto
- Travel
- Photography
- Team Sports