




# UMAIR PRO

STRATEGIC GRAPHIC DESIGNER | HIGH-IMPACT VIDEO EDITOR |  
GROWTH STRATEGIST

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## PROFESSIONAL SUMMARY

A revenue-obsessed visual architect who engineers design with one goal: business growth. Since 2015, I've been immersed in digital tech – and since 2021, I've been transforming brands through premium design, high-retention video editing, and ad campaigns that scale revenue. I don't create pretty files. I build brand authority, capture attention, and engineer ROI.



## CORE EXPERTISE

- **Strategic Graphic Design:** Creating "expensive-looking" Brand Identities, Logos, and Thumbnails that build immediate customer trust.
- **High-Impact Video Editing:** Using psychology-based editing workflows for Reels, TikTok, and YouTube to maximize viewer retention and engagement.
- **Conversion-Focused Facebook Ads:** Designing and managing strategic ad campaigns focused purely on scaling revenue and maximizing ROI.
- **Web Design & CMS:** Building fast, responsive, and conversion-friendly WordPress websites.



## PROFESSIONAL EXPERIENCE

### Creative Lead & Brand Growth Partner | Umair Pro Official | Jan 2021 – Present

- Designed premium visual identities and social media assets for multiple brands, instantly elevating their market authority.
- Edited and optimized high-retention short-form and long-form videos, significantly increasing organic reach and engagement.
- Strategized and executed profitable Facebook Ad campaigns, turning visual assets into direct business revenue.
- Bridged the gap between "good design" and "profitable design" by consulting clients on brand strategy and visual psychology.



## TECHNICAL TOOLKIT

- Design: Adobe Photoshop, Adobe Illustrator, Visual Psychology.
- Video: Adobe Premiere Pro, After Effects, CapCut (Advanced).
- Ads & Web: Facebook Ads Manager, WordPress, HTML/CSS Basics.



## EDUCATION & SKILLS

- **Design Mastery (2023):** Adobe Suite Specialist (Ps, Ai, Pr) – Professional Grade
- **Video Arts (2021 – Present)** Specialist in High-Retention Editing & Storytelling.
- **Communication (8 Yrs):** Public Speaking & Audience Psychology.