

Waqar Hassan Syed

Creative Head · Game Art, UI/UX and Brand Direction

Rawalpindi, Pakistan · +92 300 552 7885 · dizzinor@gmail.com · dribbble.com · freepik.com

PROFILE

Creative Director and UI/UX designer with 15+ years leading design teams and shipping visual systems at scale: 200+ icon packs, mobile apps, brand identities and marketplace content used by millions. Deep strengths in character illustration, stylized 2D art, mobile-first interface design and building repeatable art pipelines. Now focused on game creative direction: character and world design, game UI/HUD systems, and player-facing progression that makes retention visible on screen. Ready to build and lead art teams for mobile titles.

GAME DESIGN AND CONCEPT PROJECTS

Resonant — original mobile game concept · Independent project 2025 — 2026

- Designed a complete character-based mobile action game concept for a teen audience: core loop, world lore and tone.
- Created the full visual pipeline solo: main character sheet, 5-state pose set (idle, run, attack, victory, hurt), 3 environment backgrounds and a 3-tier visible upgrade system tied to progression.
- Defined a production style guide: flat cel-shaded vector art, locked hex palette, consistent silhouettes across all game states for animation readiness.

Game-ready icon and asset systems · Flaticon / stock platforms 2020 — 2023

- Produced large themed icon sets covering gaming, esports, RPG items, achievements and reward systems: directly transferable to in-game economy and inventory UI.

EXPERIENCE

Creative Director · Ibrandify Design Agency 2015 — Present

- Lead end-to-end design for products including DreamHome, Tagpik and GenAI, from client requirements and scoping to delivery.
- Built and ran a streamlined design pipeline for a multi-designer team producing high volumes of content for Shutterstock, iStock, Depositphotos, Freepik and Flaticon: the same throughput-plus-consistency discipline game art production demands.
- Raised content approval rates and cross-team visual consistency by writing clear style guidelines and review practices.
- Designed GenAI (iOS), an AI chat and AI art app, owning the interface for chat and AI-generated art features.

Exclusive Icon Designer · Flaticon 2020 — 2023

- Designed 200+ icon packs (50 icons each) with strict consistency across every pack: grid discipline, shared visual language and platform guidelines at production scale.

UI/UX Designer · Gazuntite 2017 — 2019

- Designed a feature-rich healthcare app for doctors and patients: appointments, patient history, prescriptions, audio/video sessions, insurance and billing.
- Ran ideation sessions with domain experts (onboard doctors) to turn functional requirements into usable flows.

UI/UX Designer · Zigron Inc 2015 — 2017

- Contributed UI/UX across Transparent Hands, Fraudlens, Cheetah Networks, Zigron Healthcare App and Pinnacle Health.

Freelance Graphic Designer · 99designs, Jovoto 2007 — 2015

- Won 50+ contests across logos, branding, print, web and mobile app design on leading contest platforms.
- Won the Vapor Artist Series (2011); the product is still in production. Runner-up in Yahoo and eBay logo contests.

Multimedia Designer · Lok Virsa & Monument Museum, Islamabad

2007 — 2009

- Created multimedia animations of cultural music and traditional attire; managed restoration of Quaid-e-Azam relics.

SKILLS

- Creative direction: art pipelines, style guides, design QA, team leadership, client and stakeholder management
- Game art: character design, environment/background art, game UI and HUD, progression and reward visuals, icon systems
- UI/UX: Figma, Adobe XD, mobile-first design, usability testing, user-centered workflows
- Illustration and graphics: Adobe Creative Suite, vector illustration, cel-shaded and flat styles

EDUCATION

Bachelor in Fashion and Textile Designing · University of Lahore

ACHIEVEMENTS

- Winner, Vapor Artist Series (2011): product still in production
- 50+ design contest wins on 99designs (acquired by Vista) and Jovoto
- Runner-up, Yahoo and eBay logo design contests