

# Muhammad Hassan Bilal

## Creative Technologist | 3D Artist | Graphic Designer

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### PROFILE

Creative Graphic Designer and BSIT undergraduate with strong expertise in brand identity, social media marketing design, packaging, and large-format print production. Experienced in delivering high-impact visuals for international clients, combining aesthetic precision with strategic brand thinking. Skilled in Adobe Creative Suite, Figma, and Blender for both 2D and 3D visual storytelling.

### EDUCATION

Bahria University

Lahore, Pakistan

**Bachelor of Science** in Information Technology

2022 – 2026

### SKILLS

- Brand Identity Design (Logos, Typography, Colour Systems)
- Social Media Ad Creatives & Marketing Campaign Visuals
- Packaging & Print Design (Car Wraps, Posters, Banners, Apparel)
- Adobe Illustrator, Photoshop, Figma, Canva
- 3D Product Visualization & Rendering (Blender)
- Layout Design & Visual Hierarchy

### CERTIFICATIONS

Graphic Designing – Nexskill

(2 months)

### EXPERIENCE

AdWords Lead

Islamabad, Pakistan

**Remote Content Creator & Manager**

Jun 2023 - Oct 2023

- Designed and managed high-conversion ad creatives for digital campaigns.
- Produced 3D and 2D visuals for marketing with consistent branding.

Freelance | HM Graphix

Worldwide

**Graphic Designer & 3D Modelling**

2021- Present

- Created visually appealing posts for various clients.
- Designed custom large-format car wrap graphics for international clients with print-ready technical precision.
- Developed complete brand identity systems for startups including logos, brand guidelines, and marketing materials.
- Created packaging designs, promotional posters, banners, and apparel graphics for global freelance clients.
- Produced high-end 3D product renders to enhance visual marketing presentations.
- Designed Ui/Ux for different apps and websites.
- Designed 3d Product models for international clients.

**Graphic Designer**

Sep 2022- Feb 2023

- Designed social media campaigns to enhance outreach and engagement.

## PROJECTS

### 3D & Visualization Projects

- **A cookie factory** – Detailed design and animated cookie factory (personal project).
- **Health Gadget Model** – Created 3d model of a gadget for an international client.
- **Gym Product Visualization** – All in one 3D gym machine with multi-angle renders for product demonstration.
- **Sword-in-Stone Animation** – Three-second cinematic animation focused on dramatic lighting and realism (Personal).
- **3D Scene rendering** – Created a full environment from existing models to generate a cinematic render (Personal).

### Graphic & Digital Projects

- **Australian Car Wrap Design** – Full-vehicle vinyl design with brand-driven graphics for a client in Australia.
- **Ui Design** – Ui Design and prototype for Travel planner app.
- **Posters & Banners** – Designed multiple posters and banners for various clients
- **Social Media Campaigns** – Created engaging, conversion-focused posts for multiple freelance clients and community organizations.
- **Print Designs** – Designed prints for T-shirts, hoodies and other printables.

### Development Projects

- **HM Graphix ( Portfolio Website )** – Designed and developed a custom portfolio website using **Next.js**, featuring a seamless integration of interactive 3D elements and advanced UI design to showcase professional case studies.
- **ShiftSwap** – Developed Final Year Project for University, A shift management system.