

Yusra Iqbal

Phone: (415) 871-9452 | Email: y.iqbal079@gmail.com | Tracy, CA, 95304

Portfolio: www.yusraiqbal.com | LinkedIn: Yusra Iqbal | Social Media: Yusra Iqbal Art

Creative multimedia designer and visual communications professional with a foundation in architecture and 4+ years of experience producing engaging digital content, graphic design, wireframes, video production, photography, social media campaigns, and brand communications. Expertise in research and design, strategic planning, creating accessible, user focused visual materials, multimedia presentations, managing projects from concept through production while meeting deadlines. Skilled in developing promotional content, websites, and digital experiences that align with organizational goals and brand standards. Strong background in visual storytelling, content development, public communication, and creative project management.

Creative and Professional Skills

Graphic Design • Video Production • Photography • Content Creation • Social Media Management • Public Communication • Storytelling • Brand Development • Marketing & Advertising • Multimedia Presentations • Website Content Management • Content Writing • Voiceovers • Storyboarding • Research Analysis • User Research • Accessibility Design • Data Analysis • Audience Engagement • Stakeholder Communication • Microsoft Office Suite (Excel, Word, PowerPoint, Outlook) • Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom) • Figma • Sketch • Audacity • Canva • CapCut

Work Experience

Independent Artist

Feb 2024 - April 2026

- Produced, directed, photographed, edited, and published original photo and video content for a personal art and design brand across social media platforms.
- Managed the complete multimedia production process, including concept development, filming, editing, voiceovers, and final publishing.
- Planned and maintained a consistent social media content calendar, creating engaging visual content and promotional campaigns.
- Wrote captions, advertisements, and creative content to increase audience engagement and strengthen online brand presence.

- Managed all aspects of visual storytelling, photography, video production, and digital content distribution.

Salesforce | Senior UX/UI Designer

Feb 2022 - July 2023

- Developed visual communication materials and multimedia presentations aligned with brand styles and design language across teams.
- Designed and maintained a 33-component visual design system, ensuring brand consistency and quality across all digital materials produced by a cross-functional team.
- Created visual assets, decks, and multimedia presentation materials for stakeholders across departments, translating research and requirements into clear, polished visuals.
- Reviewed, improved and reiterated visual assets from various departments to assure adherence and compliance with organizational design standards.
- Collaborated with product, marketing, and engineering teams to review design work to ensure brand consistency with design guidelines.
- Improved user success rate by 67% through a redesigned, user-centered visual approach, validated with usability testing.

Zaaman Art | Lead Designer

April 2020 - May 2021

- Conferred and coordinated with staff and artists to produce appropriate materials within budget and timeline constraints.
- Managed and designed content for the gallery's social media accounts, planning posts, graphics, and promotional materials to build audience engagement.
- Planned, maintained, wrote, designed and coordinated social media content ensuring accuracy, consistency, and quality.
- Designed and helped build the gallery's website, handling layout, visual branding, and content updates.
- Produced promotional graphics and marketing materials as well as created content for public outreach through social media and web platforms.
- Developed content strategies for social media that grew engagement by 44%, managing visual consistency across posts.
- Reviewed graphics and overall design language assure adherence and alignment to developed guidelines across all platforms.

Niazi Goods | Operations Manager

May 2019 - March 2020

- Managed daily operations, including planning, organizing, and coordinating staff workflows and schedules.
- Analyzed operational data and implemented process improvements, increasing efficiency
- Monitored outcomes and prepared reports to support operational planning.

- Organized and supervised daily operations, staff schedules, and workflow processes to ensure efficiency and productivity.

DB Studios | Junior Architect

Jan 2018 - Feb 2019

- Designed, edited, and wrote multiple brochures, newsletters for marketing open houses and announcements for upcoming projects.
- Developed press releases and wrote reports, articles for award winning designs.
- Wrote scripts and directed promotional videos and podcasts for senior architects and engineers.
- Developed design plans and documentation in alignment with project requirements and regulatory standards.
- Applied visual design principles, spatial planning, and presentation techniques in project execution.
- Collaborated with multidisciplinary teams to meet deadlines and project objectives.
- Produced detailed drawings and documentation to support planning and implementation processes.

Education

Certificate, UX/UI | University of California, Berkeley

2021

Bachelor of Architecture | National College of Arts, Lahore

2018