

Hamza Khawaja

Creative Designer & Animator

Portfolio: hamzakhawaja.pages.dev hamzakhawaja566@gmail.com +92 319 0253023 Lahore, Pakistan

PROFILE

Creative designer and motion graphics artist with 4+ years of in-house experience in social media design, campaign key visuals and visual merchandising. Currently part of Sapphire's in-house design team, working on campaigns for Pakistan, the UK, the UAE and Bangladesh, along with motion content for reels, paid social, in-store screens, DOOH and OOH.

EXPERIENCE

Sapphire, Lahore

2025 – Present

Visual Communication Designer & Animator

- Design Instagram and Facebook grids for new collections, seasonal campaigns and sales.
- Make motion graphics for social media, paid ads, in-store screens and billboards.
- Design visual merchandising for the stores, along with lookbooks and catalogues.
- Design visuals for e-commerce shoots and email newsletters.
- Also design for Sapphire West and Sapphire Fragrance.

Kashmir Supreme League

2022 – 2024

Visual Communication Designer & Animator

- Designed social media content and key visuals for the league's matches and promotions.
- Made motion graphics for social media and promotional campaigns.

Freelance

2019 – Present

Designer & 3D Animator

- Create CGI and visual effects (VFX) shots: 3D modelling, environments, lighting and look development.
- Build fire, smoke, explosion and destruction simulations, and 3D character animation.
- Composite CGI into live-action footage, including green screen keying and multi-pass compositing.

SKILLS

Design: graphic design, key visuals, social media grids, typography, layout, brand consistency, e-commerce, visual merchandising, print (lookbooks, catalogues)

Motion: motion graphics, kinetic type, reels and stories, store screens, DOOH and OOH, video editing

3D & VFX: modelling, look development, lighting, simulation, compositing

AI: image-to-video in Runway and Kling to turn campaign stills into short motion clips; ChatGPT and Claude for breaking down briefs, exploring concepts and drafting copy

Software: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Blender, Nuke

EDUCATION

Bachelor of Architecture, National College of Arts, Lahore

2017 – 2021

LANGUAGES

English, Urdu