

S. Babar Ali

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Pg: 1 of 2

Curriculum Vitae

Art Director | Sr. Graphic Designer | 3D Artist | Project Manager | Trainer

(Desktop Publishing – concept to print | 3D Digital VFX – storyline to believable reality) | Web – visualization to visitor traffic

Working Experience:

Creative and Design:

LumaPix Inc – QA Manager | Design & Development (Sept 2006 – Till date)

(Key Responsibilities: Heading a team of testers, managing deadlines and release process. Designing marketing material for print and web, dealing with clients and attending company trade shows)

RedaPro Communications - Lead Artist / Project Manager (Project Based – Jan 2004)

(Key Responsibilities: Project Supervision, Conceptualization, Lead Artist, Rendering, Audio / Video Editing)

Camera-E-Motion - Softimage XSI Artist / Compositor (Project Based - Oct 2003)

(Key Responsibilities: Softimage XSI Particle, Combustion Particles and compositing 3D in Real life footage)

Season's Advertising - Sr. Graphic Designer & 3D Animator (Feb 2000 - Aug 2002)

(Key Responsibilities: Supervising a team of 3-4 Graphic Artists, Designing Brochures, Posters, Tabloid Ads, leaflets and large scale billboard artworks. Also creating small animations and Logo Designs for company profiles and TV commercials)

Damas Advertising - Sr. Graphic Designer / Video Editor (Freelance: Jan 2002 - July 2002)

(Key Responsibilities: Working with a team of Artists, Designing Brochures, Posters, Tabloid Ads, leaflets and large scale billboard artworks. Also involved in Video Editing, TV commercials Production and Campaign Designs for Companies and Multimedia CD profiles)

Dream Advertising – Graphic Designer / Multimedia Editor (Freelance: Jan 2001 - Aug 2001)

(Key Responsibilities: Working with a team of 4-5 Graphic Artists, Designing Brochures, Posters, Tabloid Ads, leaflets and large scale billboard artworks. Also creating company intros for multimedia CD profiles)

Marketing and Sales:

Best Buy Corporate (Business Division) – Marketing & Account Manager (March 2006 – Oct 2006)

(Key Responsibilities: Building and maintaining IT Clients across USA. Consultation, Managing sales and quotes with in assigned Budgets)

Sitel Canada – PR & Marketing Personnel (October 2004 - March 2006)

(Key Responsibilities: Dealing with Client issues, building Business PR and Maintaining Business with existing Clients)

Technical Qualifications:

- ❖ **3D Digital Arts (SOFTIMAGE XSI)** - InterDec College, Montreal, Canada (Diploma in 3D Digital Arts)
- ❖ **Graphic Design (ADOBE PACKAGE)** - PACC Institute, Dubai, UAE (Certificate in Graphic Designing)

Other Experiences:

- ❖ **XSI Presenter** - Presenter for Softimage XSI at exhibitions, demoing the Production aspects of the Software.
- ❖ **Graphic Mentor** - Teaching graphics to college students and help creating presentation boards and technical files to expanding their Portfolios.

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Technical Knowledge:

Digital Arts / 3D

Softimage XSI
3D Studio Max
Infiniti-3D

Graphic Design:

Adobe Photoshop
Adobe Illustrator
Quark Express
LumaPix FotoFusion

Video Editing / Composting:

Adobe Premiere
Adobe After-Effects
Adobe Audition
Discrete Combustion
Vegas PRO

Web Design:

Dream weaver
Flash
HTML
CSS
Java

Office Automation:

Microsoft Word
Microsoft Excel
Microsoft PowerPoint

Achievements:

- ❖ **“Award of Excellence”** - InterDec College | Softimage XSI
- ❖ **“Meilleur Project”** - InterDec College | Softimage XSI
- ❖ **“Site! Canada”** - Promoted thrice for outstanding performance
- ❖ **“Excellence Award”** - Awarded four times in a row for surpassing assigned quotas by up to 400%

For any further information or queries, please feel free to contact me.

Thanking you for your time,

S. Babar Ali.