# PROFILE AND PORTFOLIO

JAFFER
HUSSAIN



CREATIVE CONSULTANT

TABLE OF CONTENT


BIO

MY IKIGAI

EXPERTISE

PORTFOLIO

CREDIBILITY

CONNECT



# BIO

Jaffer Hussain is a creative consultant, founder and educator with 25+ years of experience across brand strategy, visual communication and design.

## Brand story & studio practice

Identity, visual storytelling, motion design and film.
Previously, a founder of Offroad Studios.

## Digital experiences

UI/UX for large-scale websites and digital products.

## Education

Assistant Professor and Research Advisor,
Visual Art and Design, Beaconhouse National University.

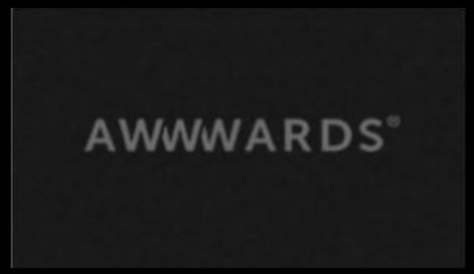
Selected client experience: Audi, PepsiCo, Cisco,
Coca-Cola and Standard Chartered.

# OFFROAD STUDIOS

## Studio Recognition and Awards

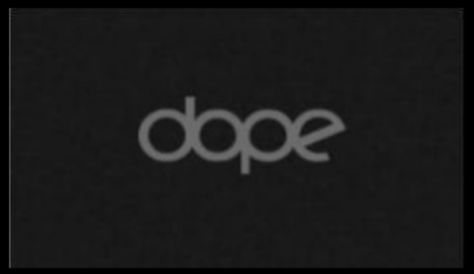
Recognition featured on the studio's website

















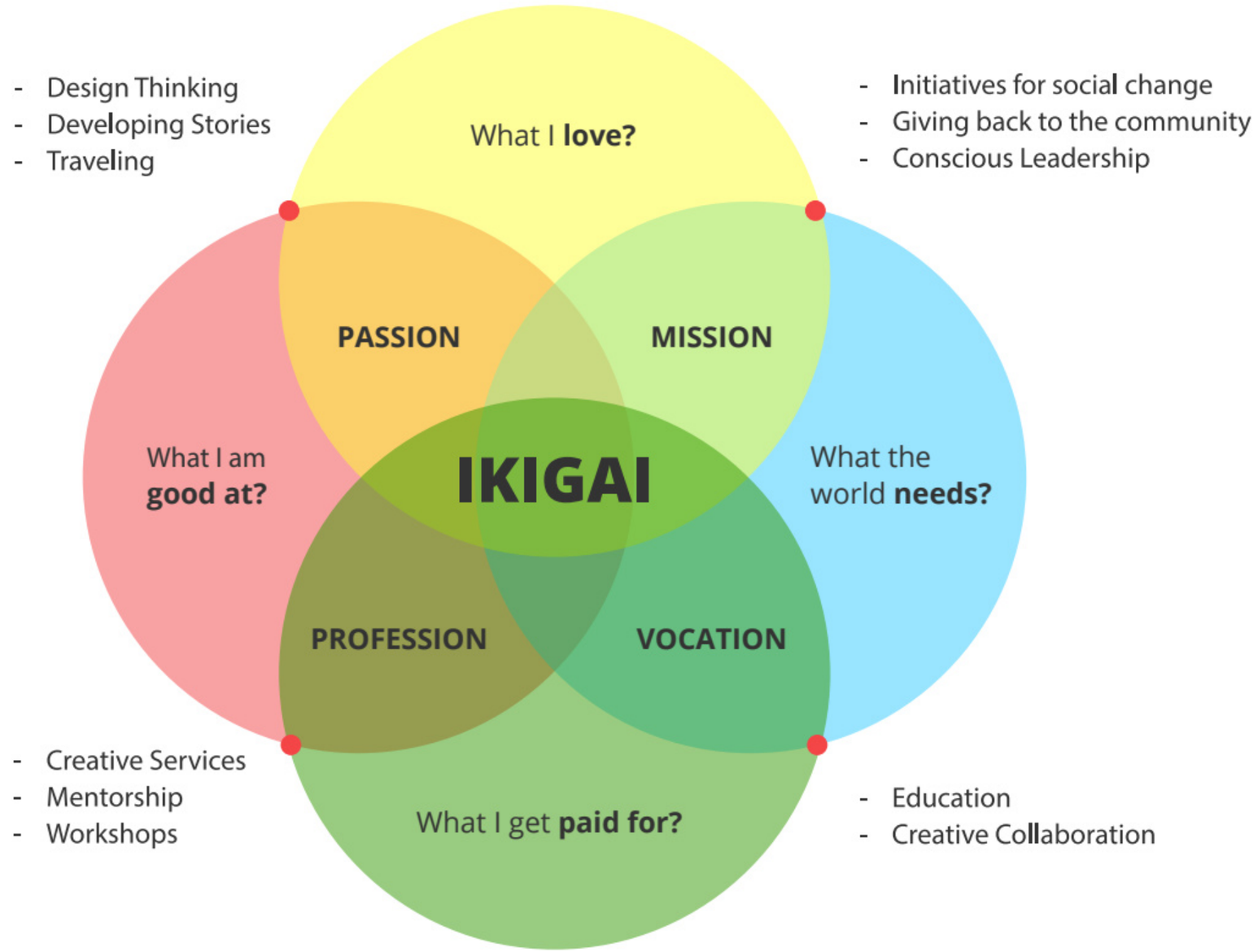




Founder background: Jaffer Hussain

OFFROAD STUDIOS

# MY IKIGAI


- Design Thinking
- Developing Stories
- Traveling
What I **love?**
- Initiatives for social change
- Giving back to the community
- Conscious Leadership
PASSION
MISSION
What I am **good at?**
IKIGAI
What the world **needs?**
PROFESSION
VOCATION
- Creative Services
- Mentorship
- Workshops
What I get **paid for?**
- Education
- Creative Collaboration

# EXPERTISE

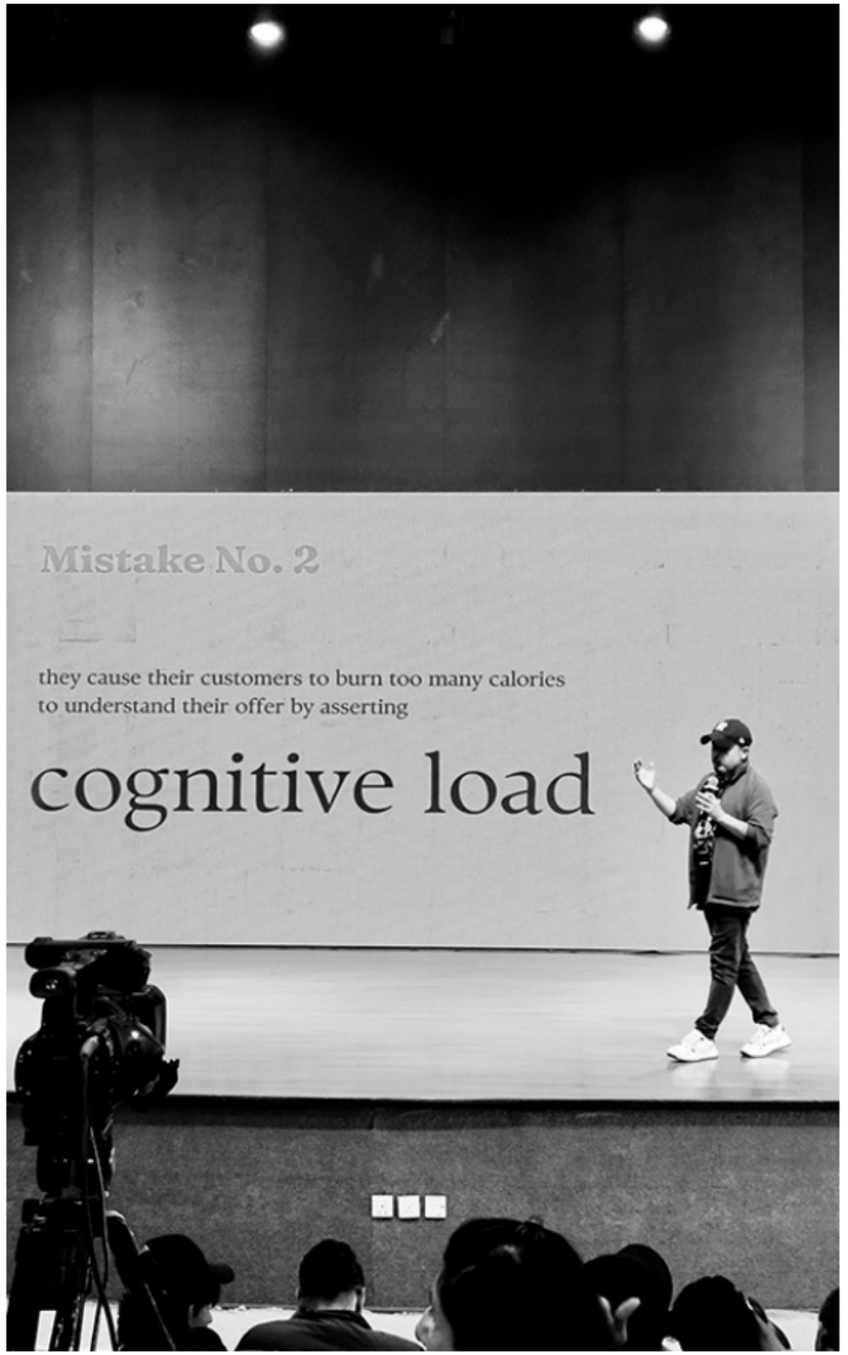
- Corporate Creative Consultancy
- Creative Strategy
- Brand Identity Design
- Animation Production (2D and 3D)
- Digital Media Design/ Marketing
- Communication Design
- UI/ UX Design for Digital Products
- Human-Centric Experience Design
- Visual Storytelling
- Creative Writing

# STORY TELLING

## A story gives the interface a reason

Purpose, people and personality shape what a visitor sees first and what comes next.

Kickstart Cafe: a story about gathering.
CDPR: research in an editorial form.
IFTANA: an institution seen through its people.



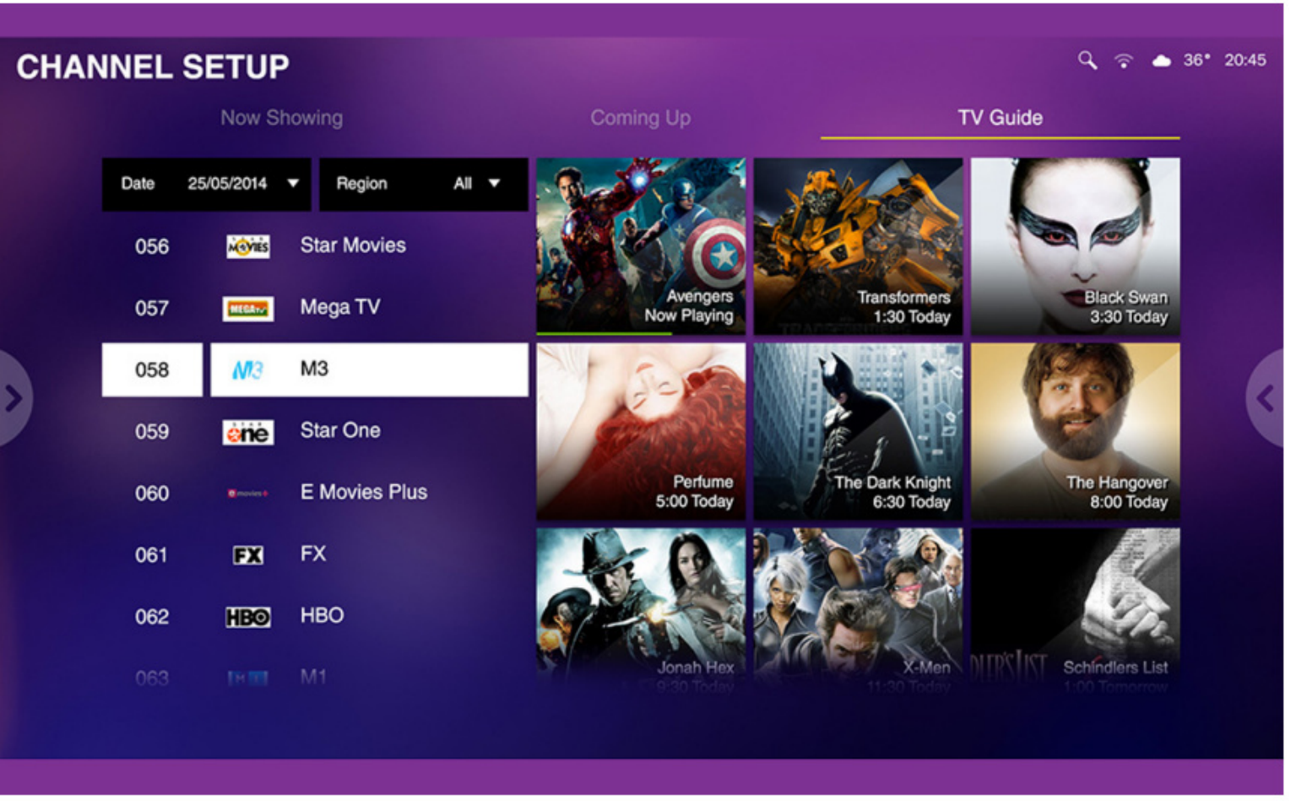
# PORTFOLIO

# Entire brand design

TV, software, website and advertisements



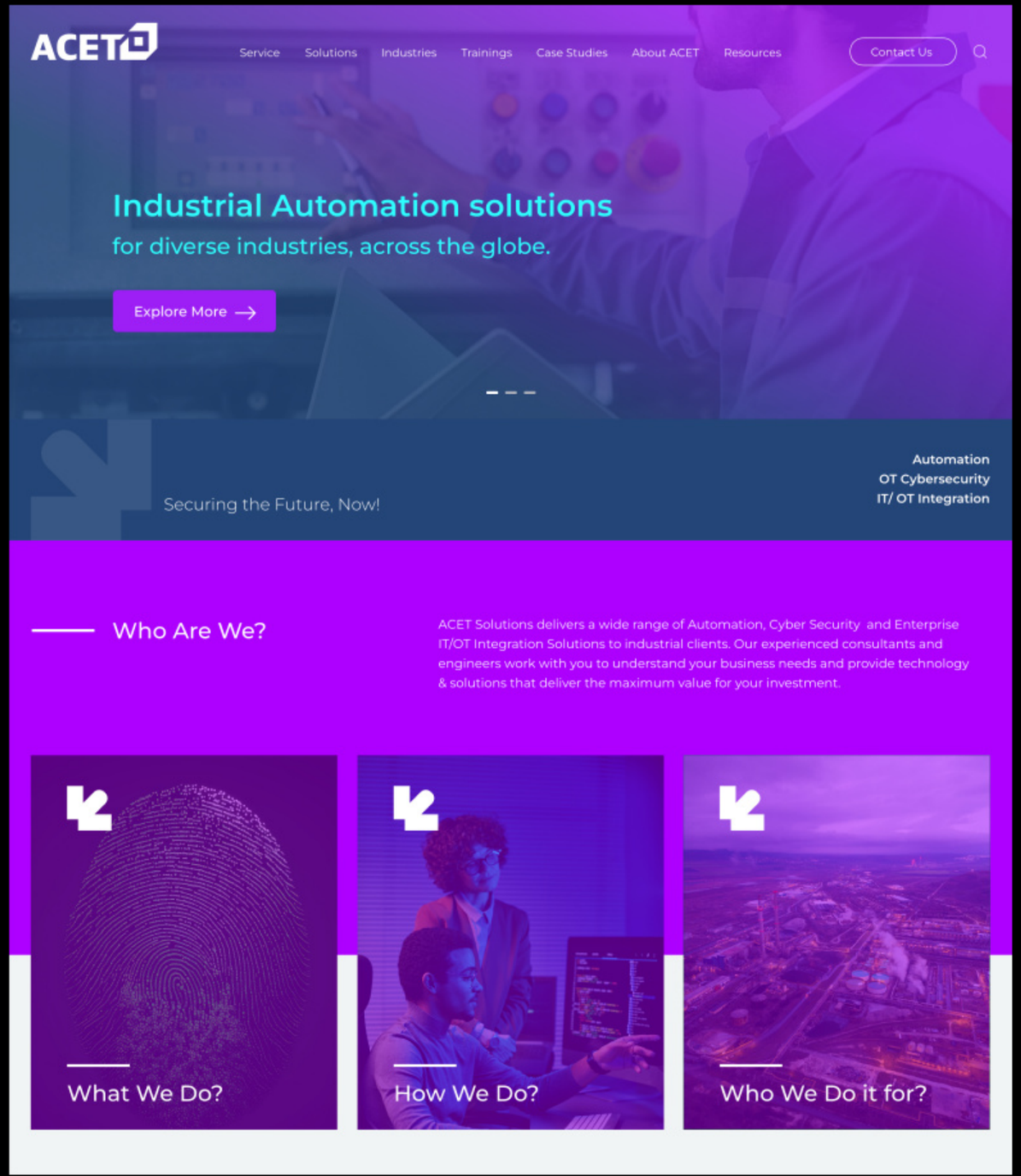


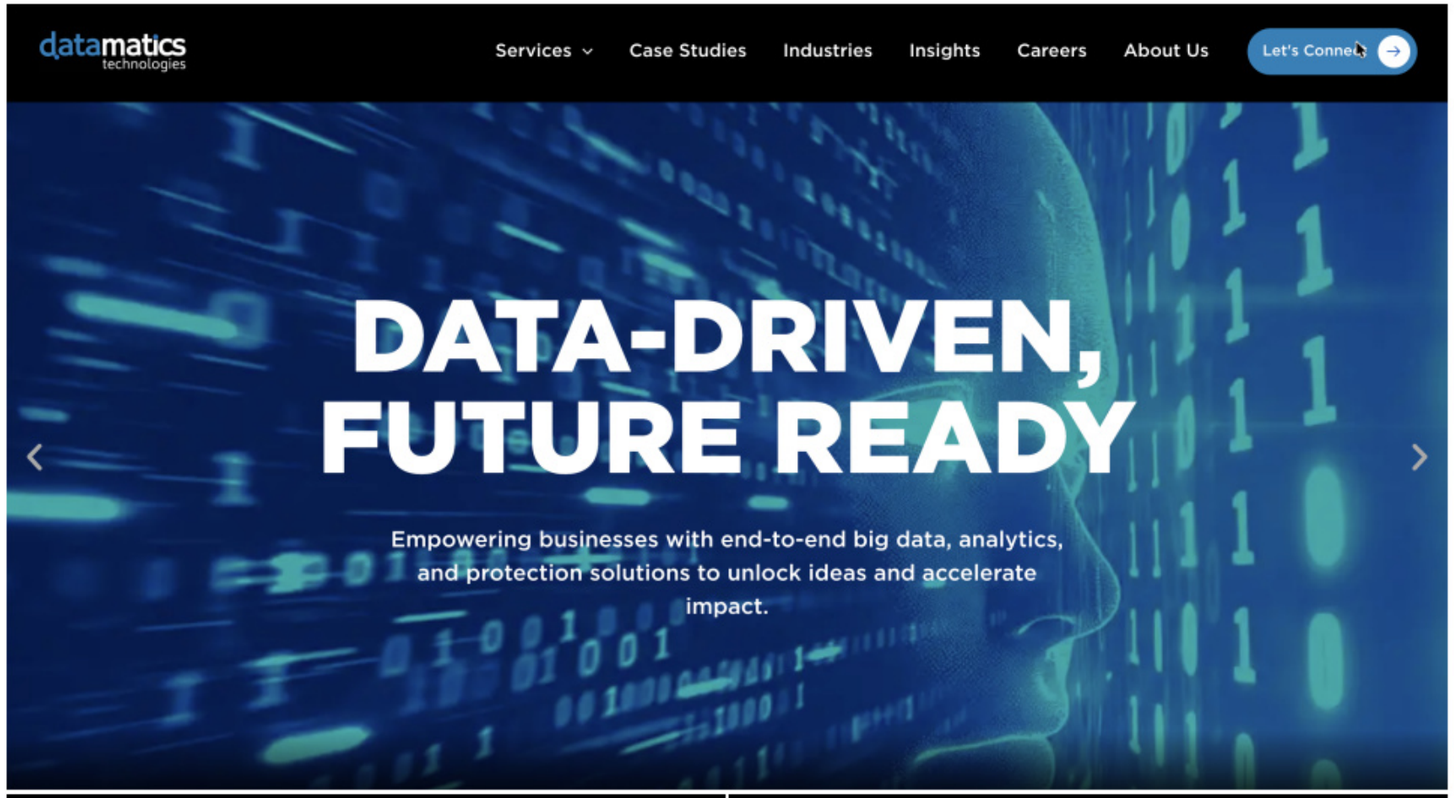


CHANNEL SETUP
36° 20:45
Now Showing
Coming Up
TV Guide
Date 25/05/2014
Region All
056 Star Movies
057 Mega TV
058 M3
059 Star One
060 E Movies Plus
061 FX
062 HBO
063 M1
Avengers
Now Playing
Transformers
1:30 Today
Black Swan
3:30 Today
Perfume
5:00 Today
The Dark Knight
6:30 Today
The Hangover
8:00 Today
Jonah Hex
X-Men
Schindlers List

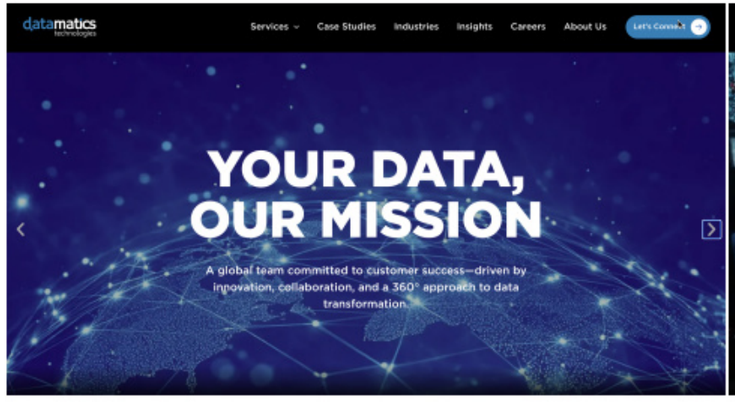

TV APP
SETTINGS
Changing your TV Settings
never looked better!
ORIENT SMART TV
SETTINGS
DEMO
3D
TIME
SOUND
PICTURE
CHANNEL
Vivid
Picture Mode User
Contrast 50
Brightness 50
Hue 50
Sharpness

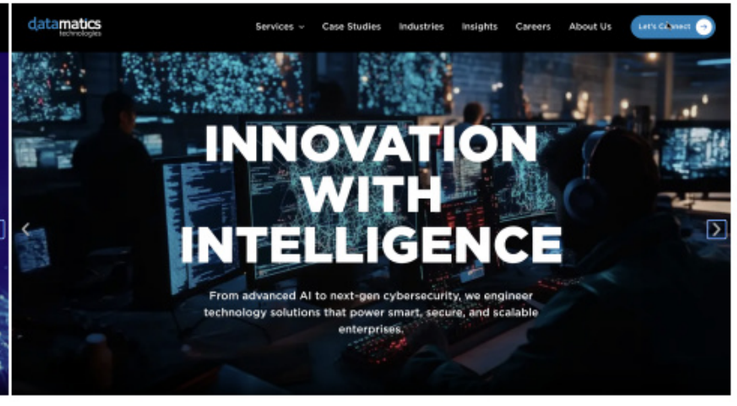

ACET
Industrial Automation solutions
for diverse industries, across the globe.

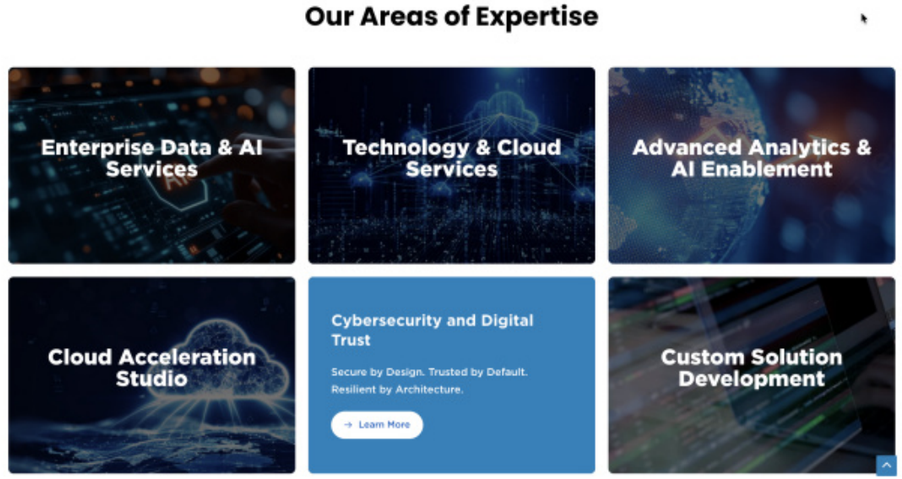
ACET

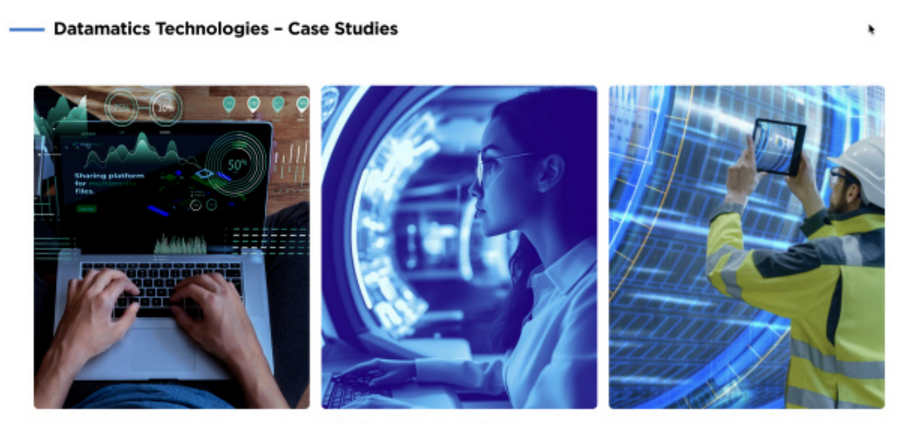

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OT Cybersecurity
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Who Are We?
ACET Solutions delivers a wide range of Automation, Cyber Security and Enterprise IT/OT Integration Solutions to industrial clients. Our experienced consultants and engineers work with you to understand your business needs and provide technology & solutions that deliver the maximum value for your investment.
What We Do?
How We Do?
Who We Do it for?



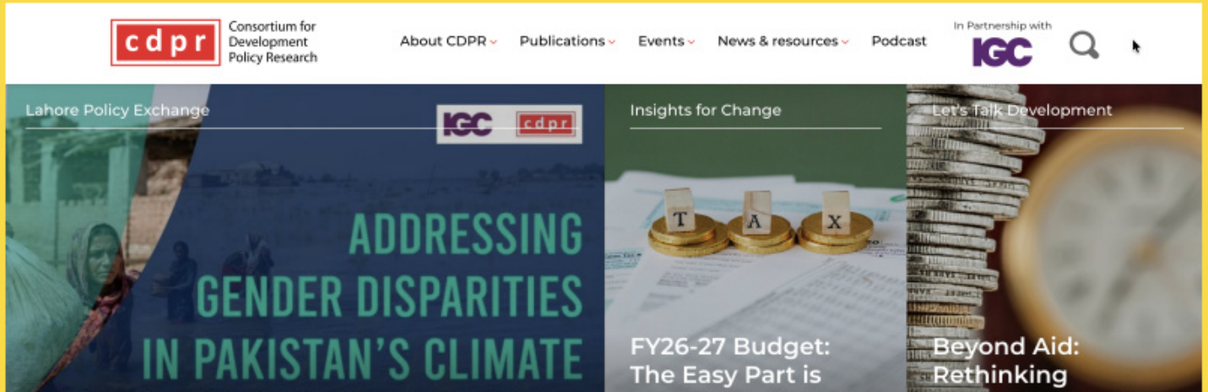




Visit Site: https://datamaticstechnologies.com/




The Consortium for Development Policy Research (CDPR) is a Pakistan based research and dissemination organization supported by the International Growth Center (IGC). It aims to generate public discourse on key policy issues through

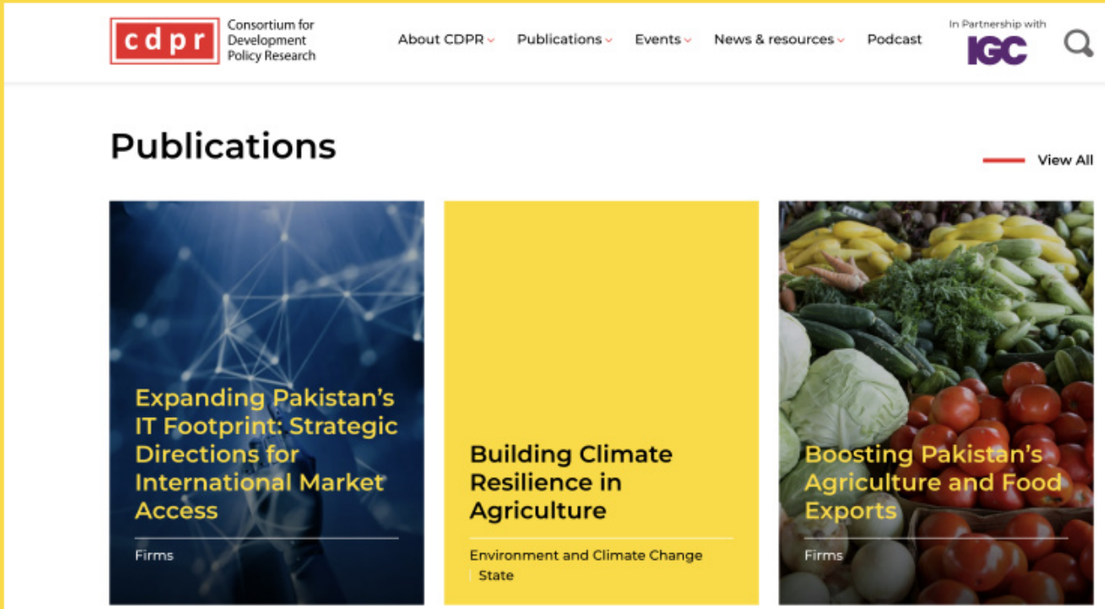
## Latest

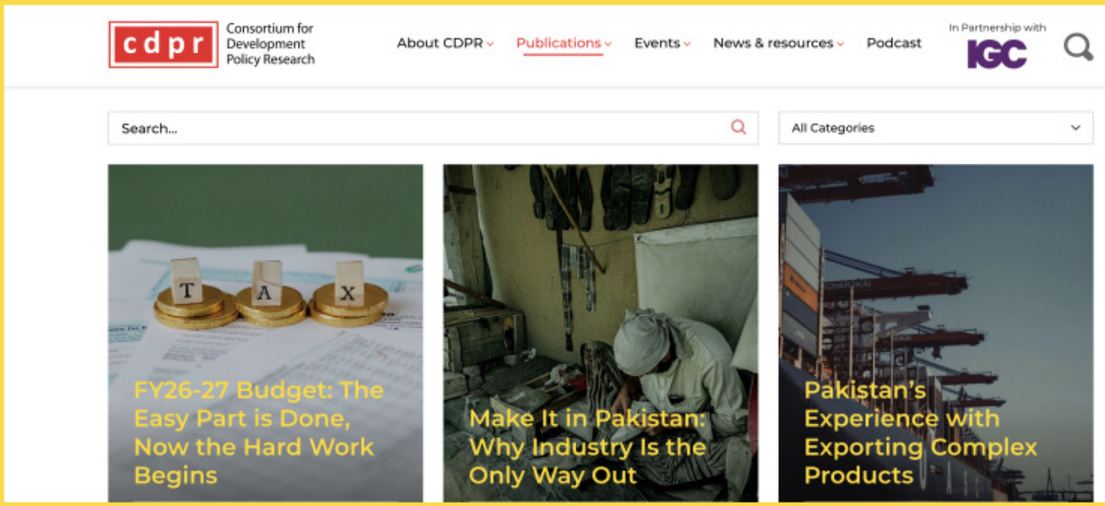
LPE

### Addressing Gender Disparities in Pakistan's Climate Crises

Lahore Policy Exchange



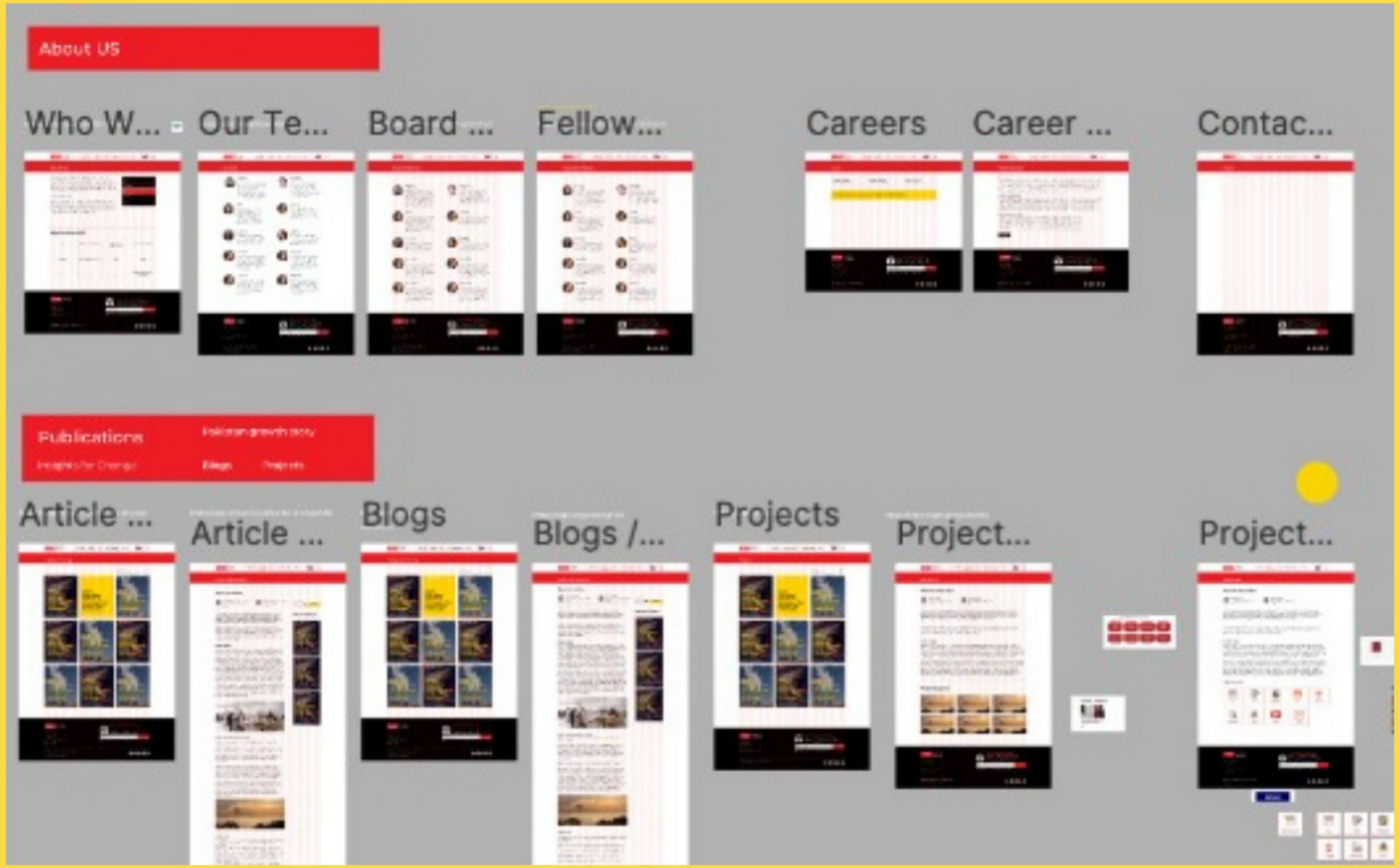

Visit Site: https://www.cdpr.org.pk/

# ONE INSTITUTION. MANY PAGES.

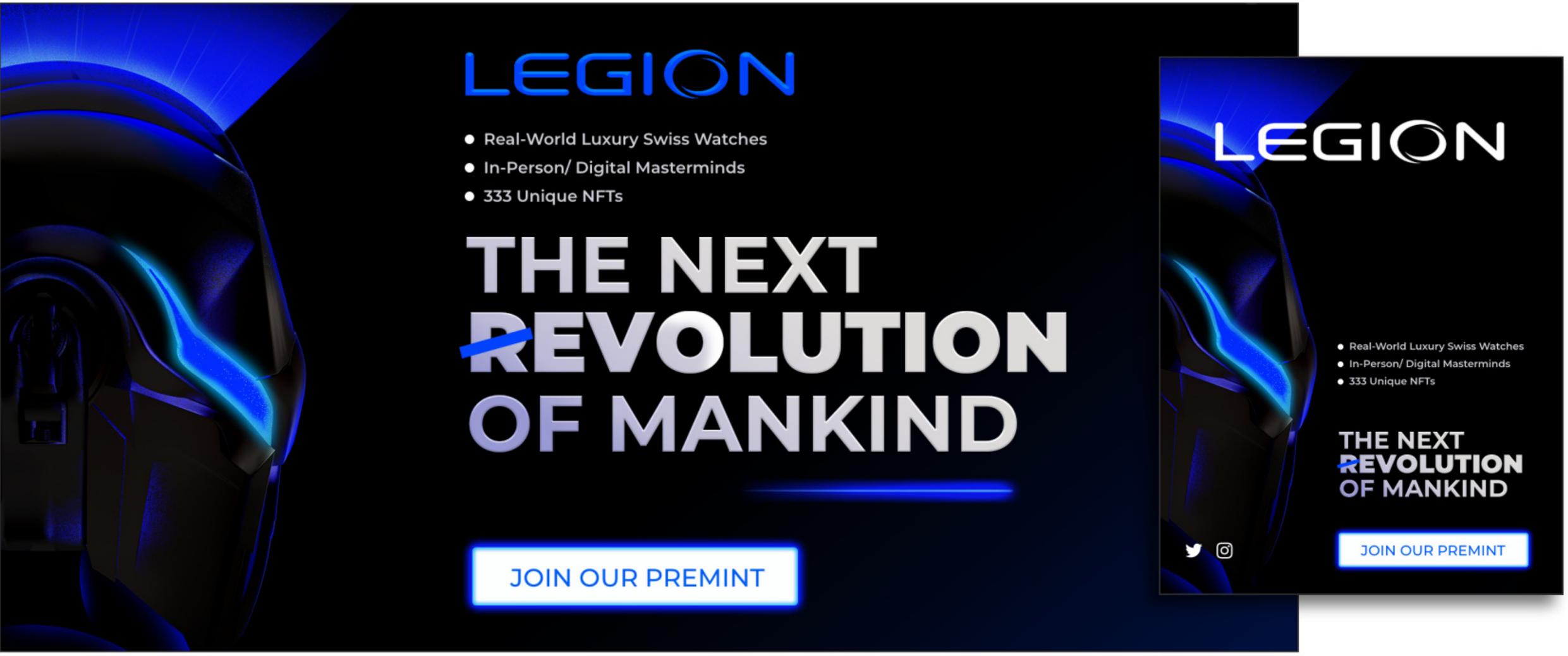
Different page formats.
One visual language.

Repeated headers and content patterns connect research, people and events.

## Visible in Figma




Grouped page families and recurring layouts.


LEGION
Real-World Luxury Swiss Watches
In-Person/ Digital Masterminds
333 Unique NFTs
THE NEXT
REVOLUTION
OF MANKIND
JOIN OUR PREMINT
LEGION
Real-World Luxury Swiss Watches
In-Person/ Digital Masterminds
333 Unique NFTs
THE NEXT
REVOLUTION
OF MANKIND
JOIN OUR PREMINT

PURESOME

OUR STORY PRODUCTS WELLBEING BLOG CONTACT



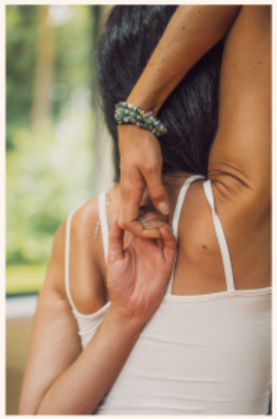

With PURESOME - Endorse a happy and healthy wholesome life




Beauty & Skincare




Suppliments



Wellbeing Programs



All Products

PURESOME

OUR STORY PRODUCTS WELLBEING BLOG CONTACT




Home | Beauty & Skincare

**All PURESOME products are extensively researched, tested, and made using all-natural, wildcrafted, and organic ingredients.**

We never use any harsh chemicals, GMO, or anything harmful to the body and environment.

Filter...



Puresome Skin Food
USD. 25.99

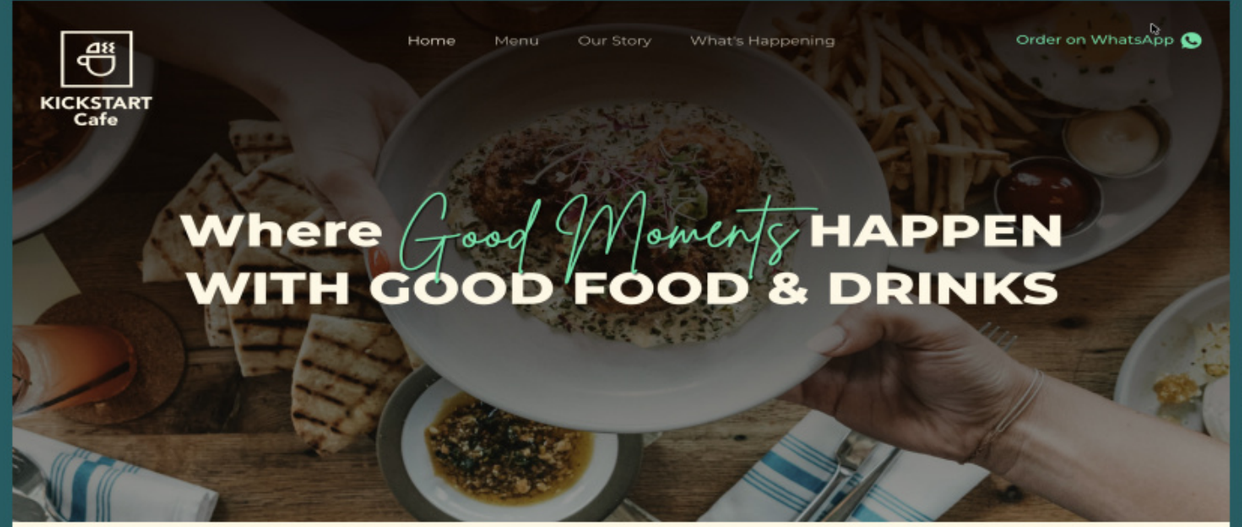


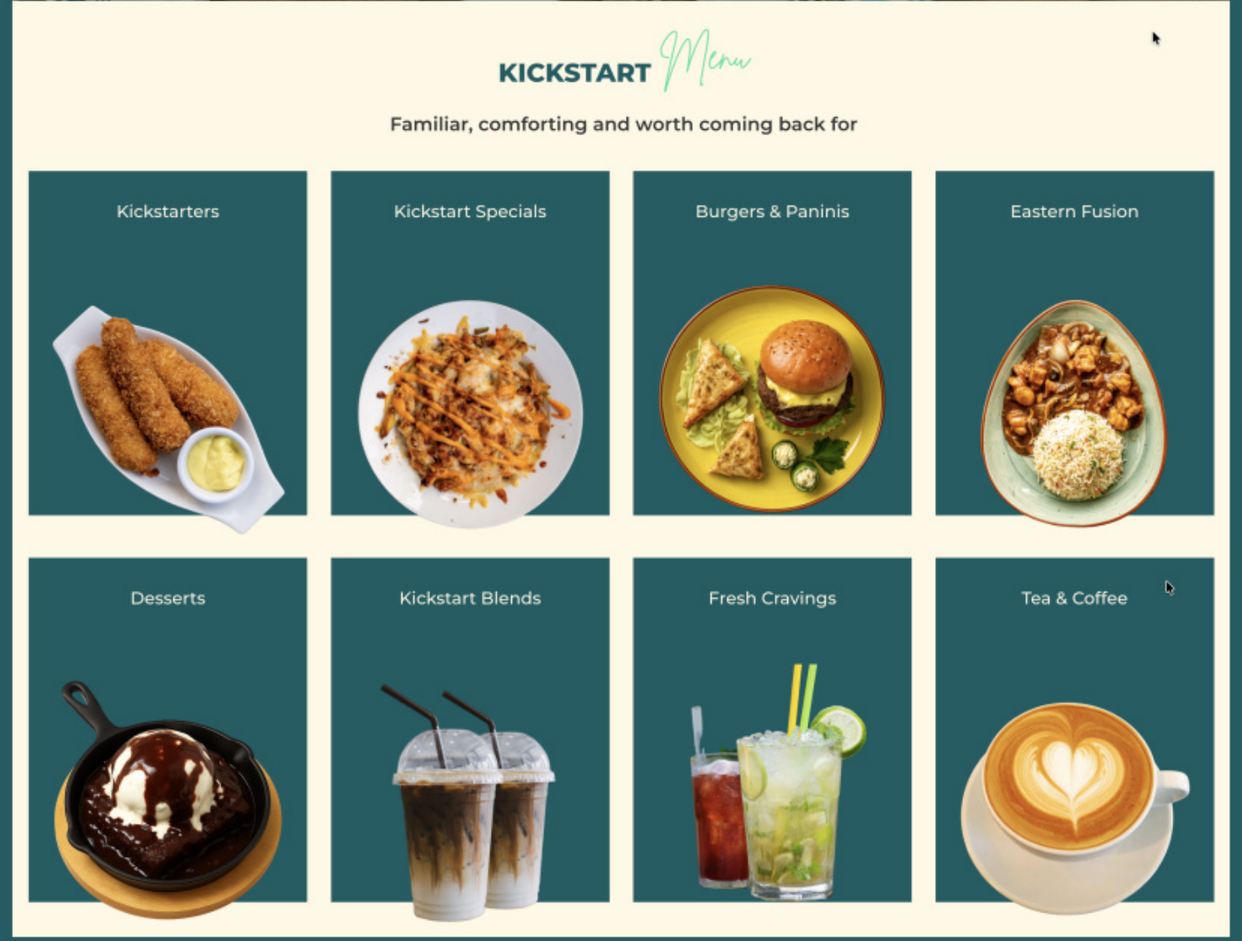
Puresome CC Serum
USD. 44.99

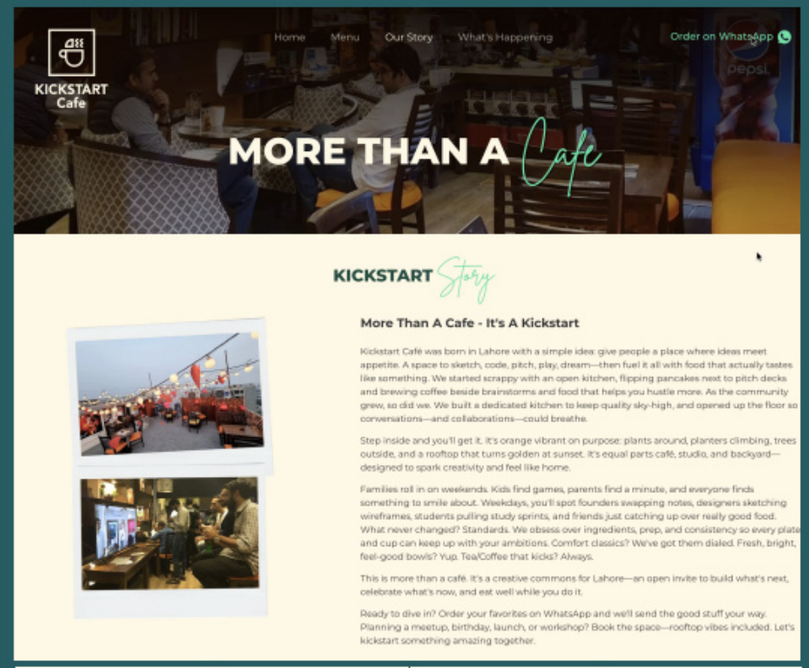


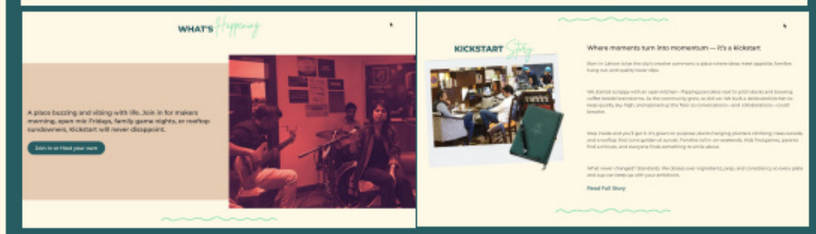

Puresome Immune Booster
~~USD. 56.99~~ USD. 49.99

Website UI/ UX Design



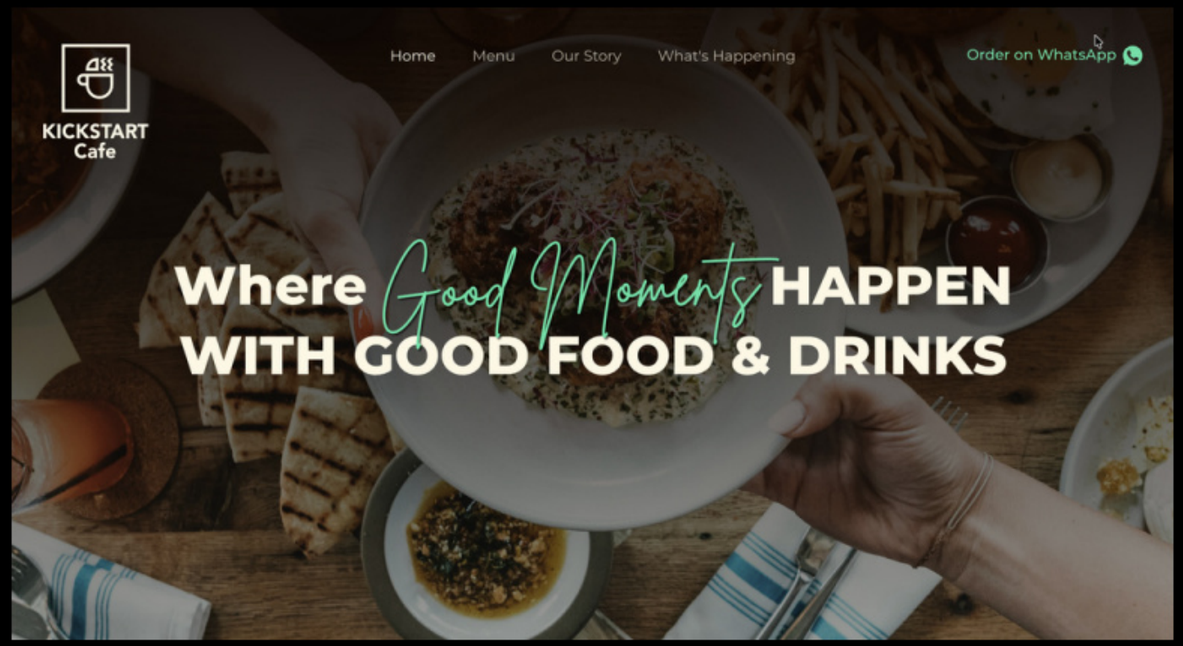



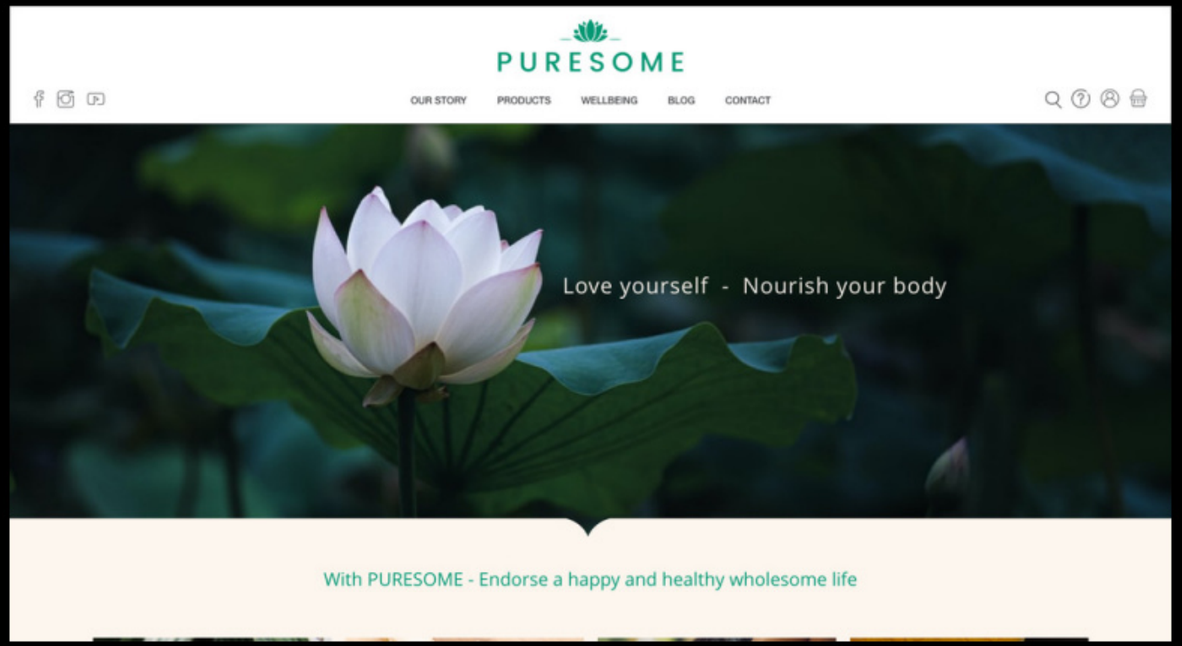

Visit Site: https://kickstart.cafe/

# BRAND AESTHETICS




## Kickstart Cafe

Warm cream, deep teal and food photography.
Handwritten accents add an informal voice.

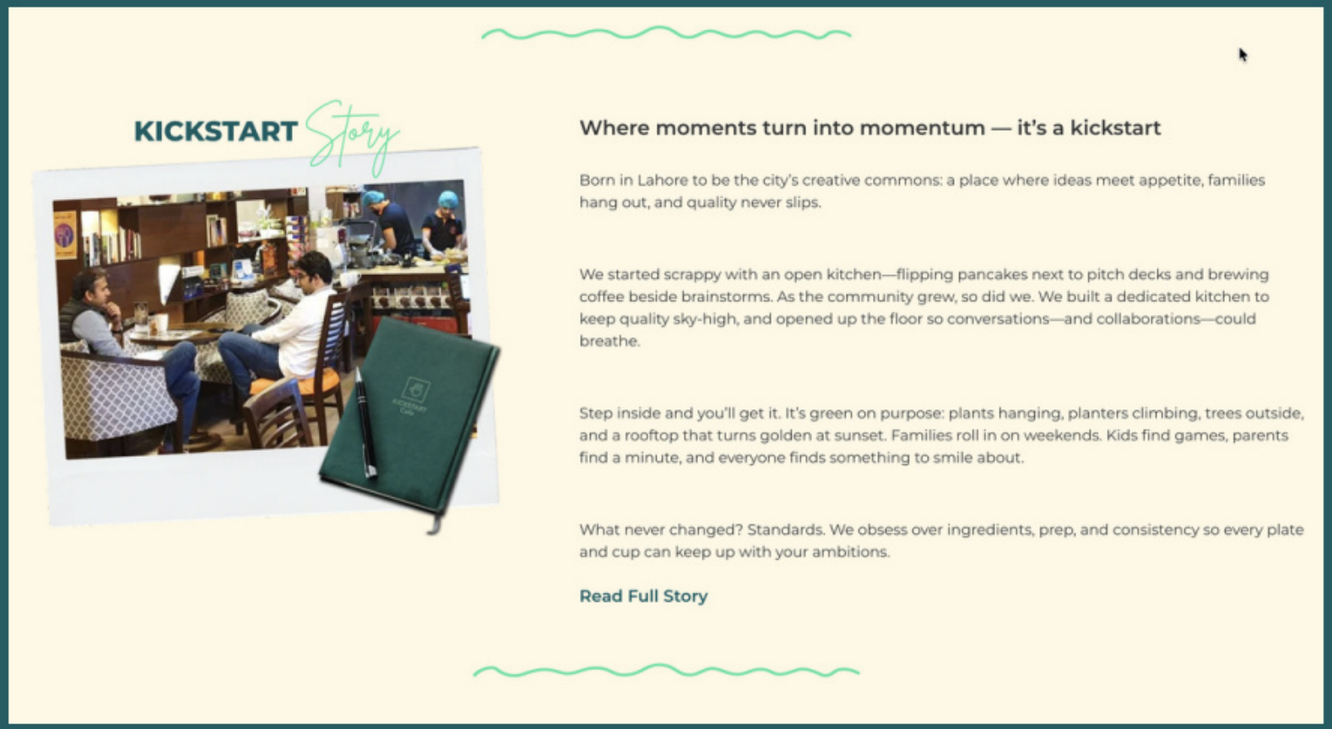



## Puresome

Soft neutrals, green and botanical imagery.
A quieter visual tone around the products.

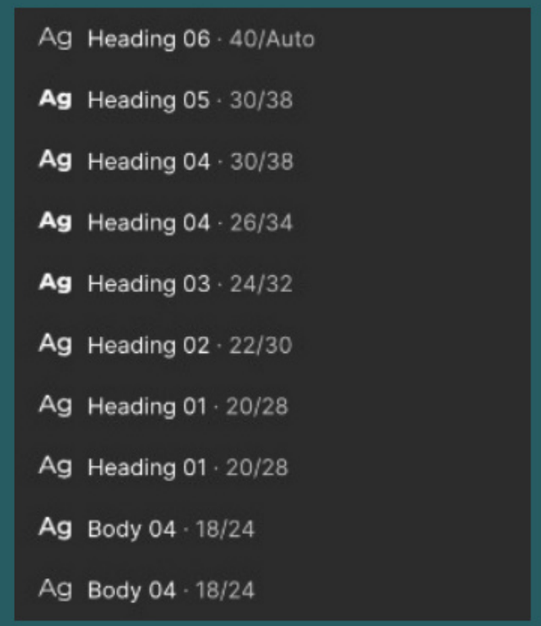
# THE HUMAN COMPONENT

A café is also a place to belong.




Community imagery adds people and place to the menu.

## Craft behind the feeling

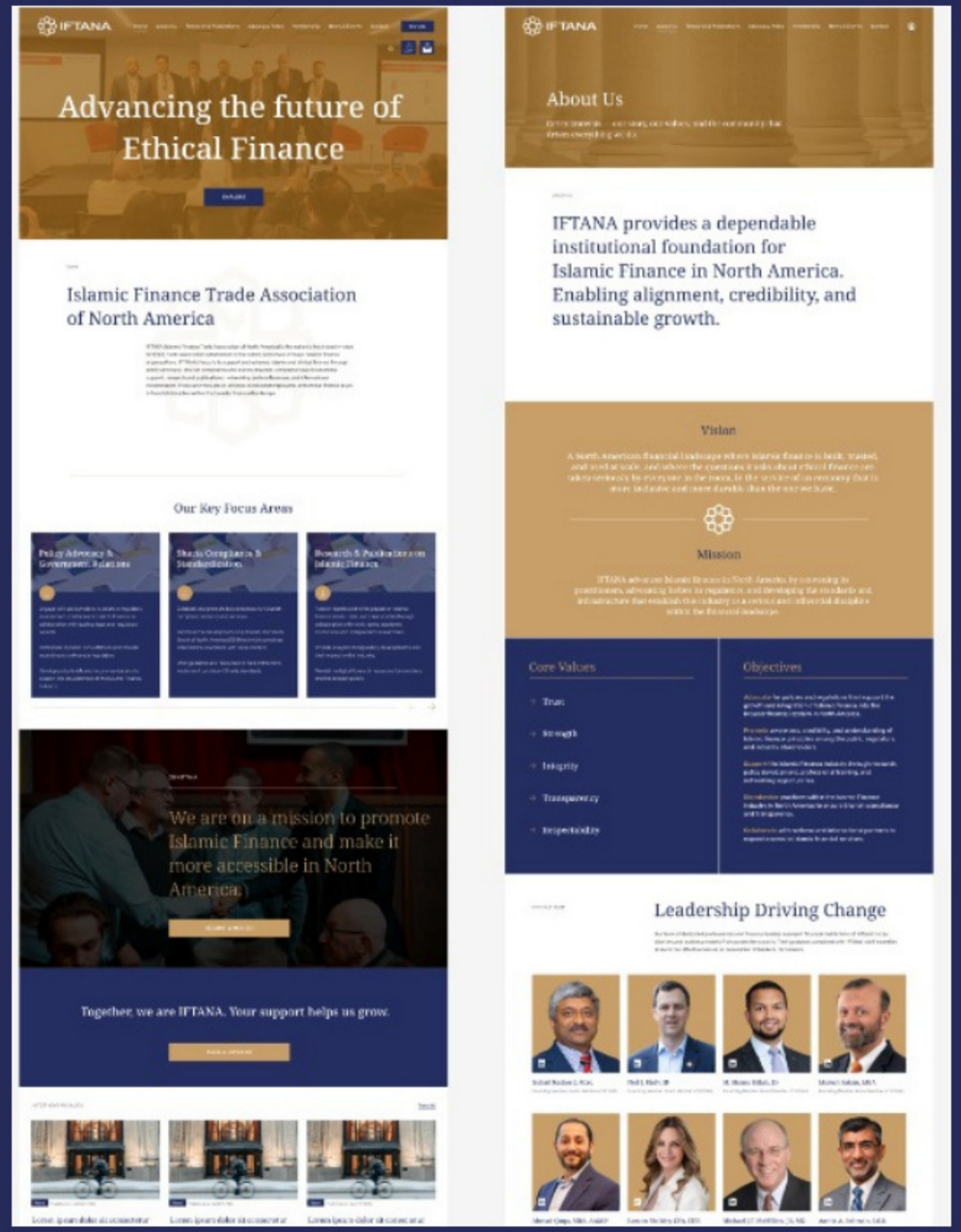


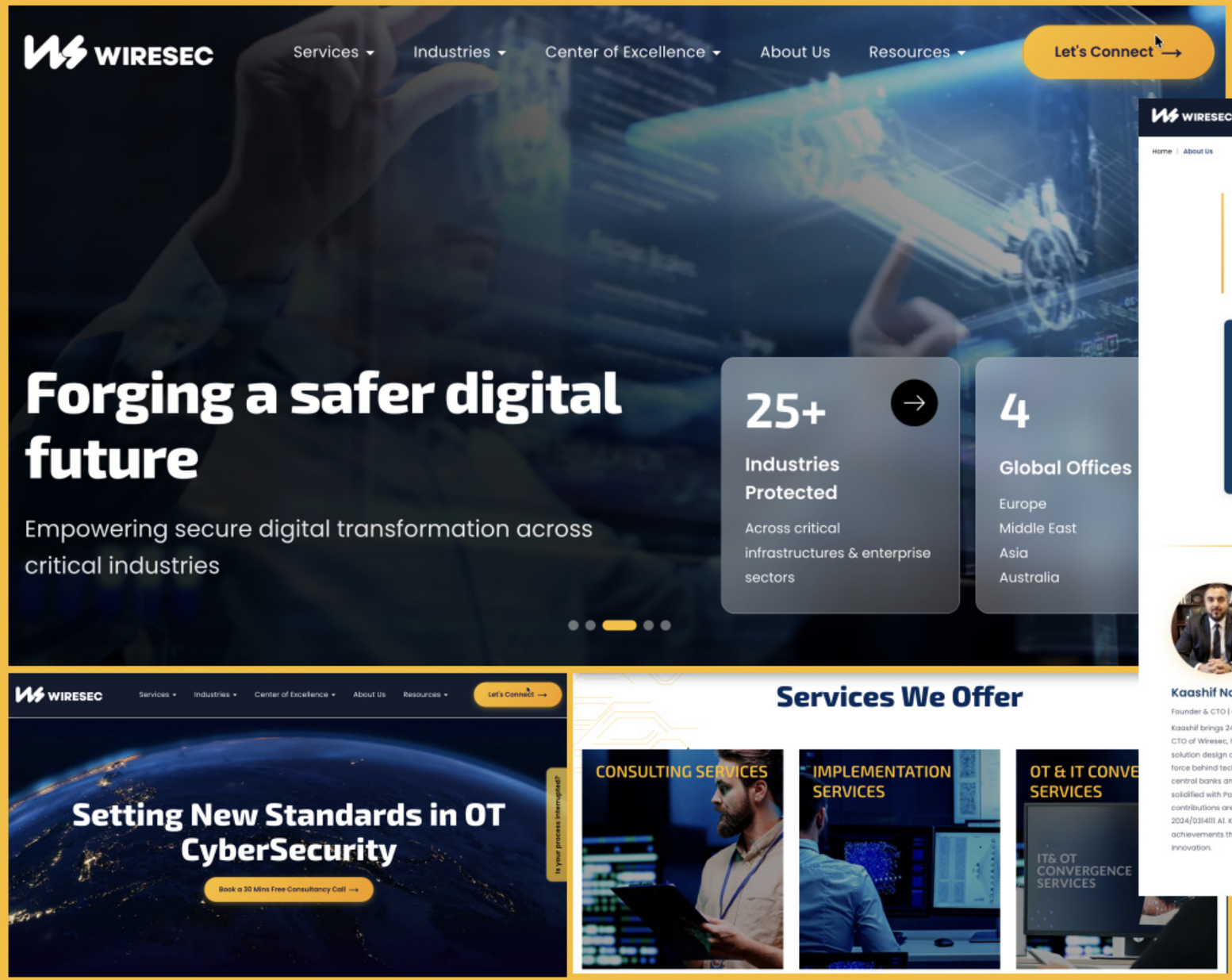

Named text styles in Figma

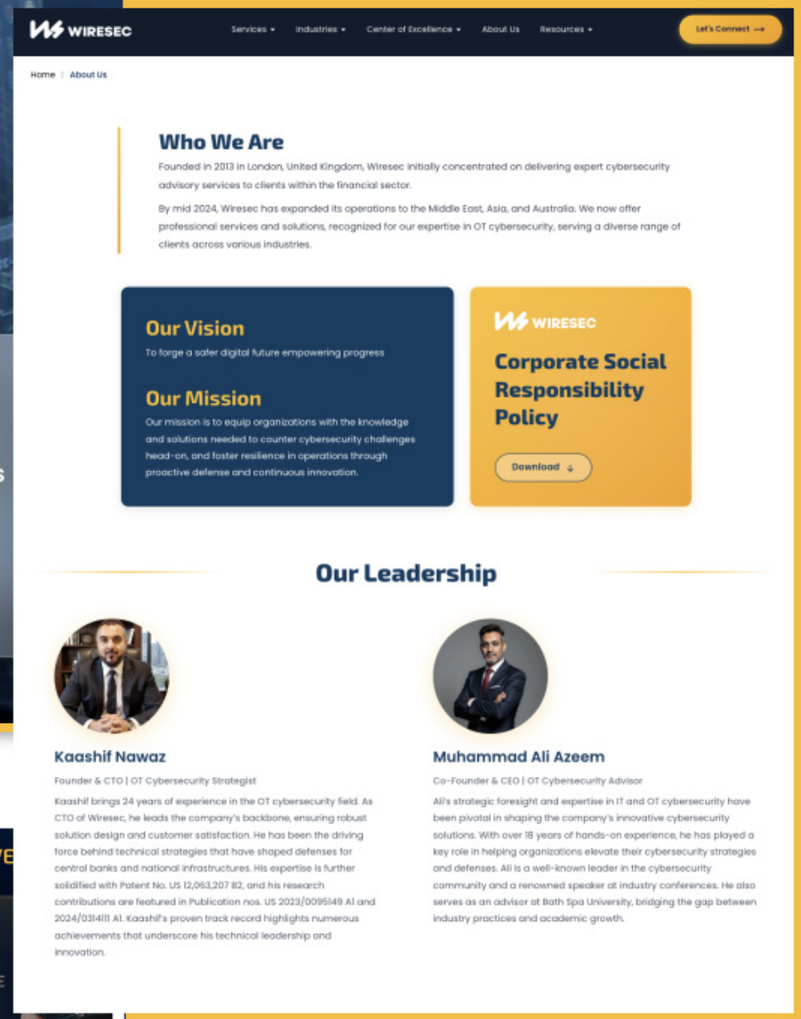
# PURPOSE.
# PEOPLE.
# PRESENCE.

Leadership sits alongside mission, research and membership. The content gives the institution both an identity and a human face.

Website design in Figma





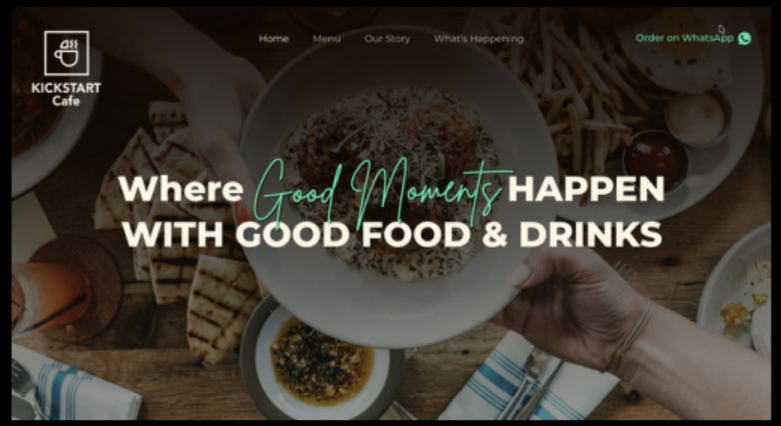







Visit Site: https://wiresec.co/

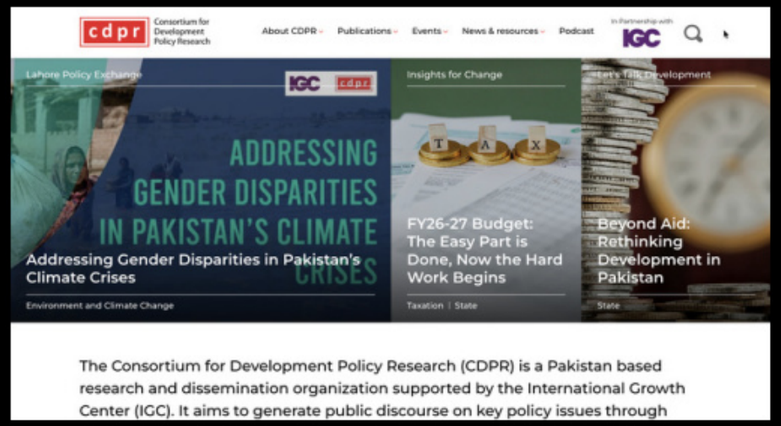
# DIGITAL ACROSS INDUSTRIES




## Hospitality

Kickstart Cafe

Food imagery and community stories establish the setting.




## Research

CDPR

Editorial hierarchy organizes publications and policy content.



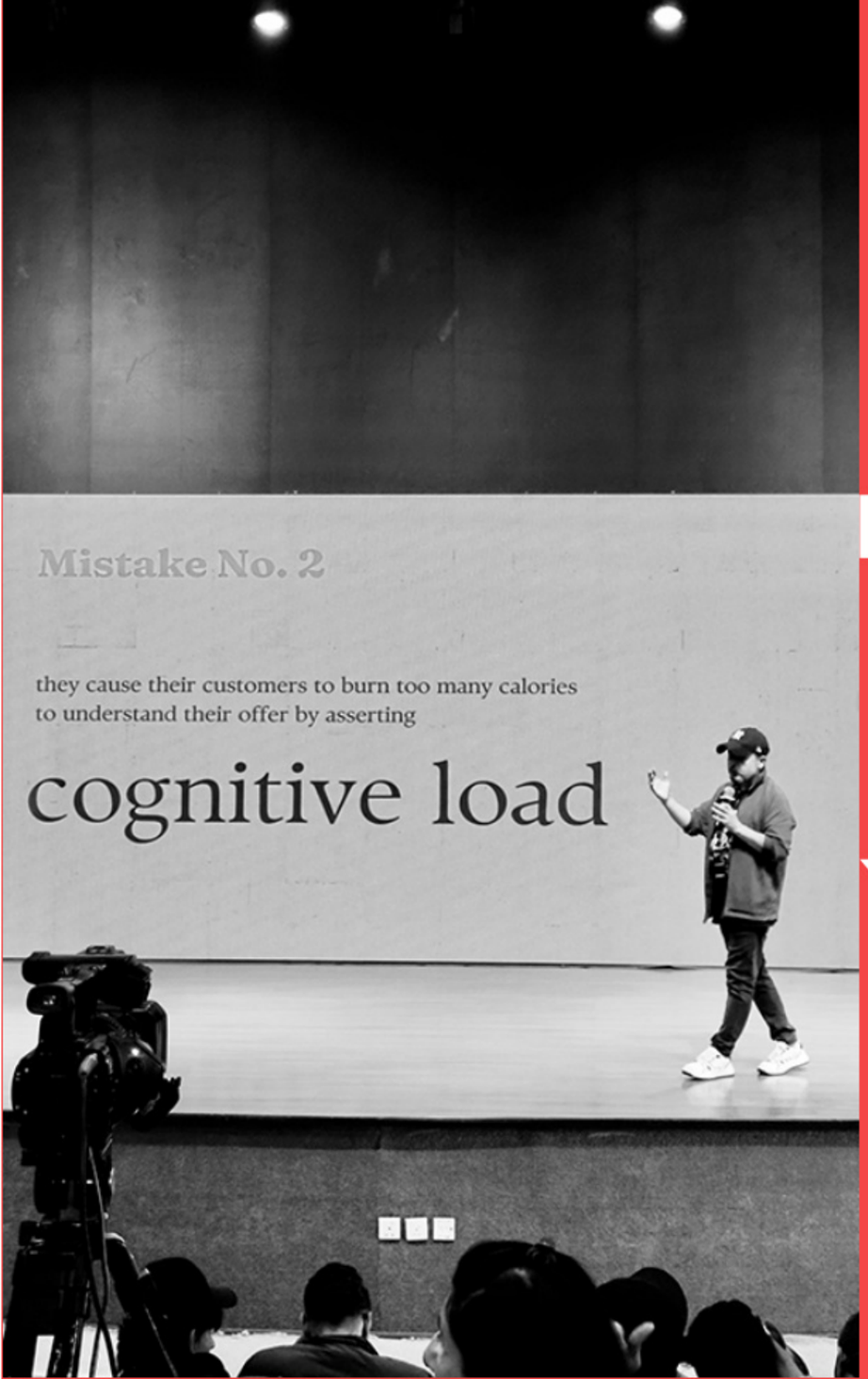

## Technology

Wiresec

Strong contrast and service categories frame the offer.

# CREDIBILITY

- Extensive experience of working with a wide range brands and businesses
- Strong communication skills built on empathy and understanding perspectives
- Creative acumen with technical knowledge and skills
- Hundreds of successful projects collaboration and execution
- First South Asian designer featured on NewWebPick Magazine - Hong Kong
- Member of Pakistan's 2016 Creative Delegation to Beijing, China
- Organizer and Guest Speaker Design Summit Prologue - 2018
- Guest Speaker at UX Pakistan Conference - LUMS - 2019
- Moderator and Speaker at FutureFest - 2024


Mistake No. 2
they cause their customers to burn too many calories
to understand their offer by asserting
cognitive load

# THANK YOU !