

 Riyadh KSA

CONTACT

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ASIF MEWATI

PRODUCT PHOTOGRAPHER
& GRAPHIC DESIGNER

PHOTOGRAPHY | DESIGN | FILMS | UI/UX

Education

B.A. IN ANIMATION & VFX

MGU- ARENA - KAROL BAGH DELHI
2012-2016

S.S. NIKETAN INTER COLLAGE

UP BOARD - KHATAULI
2012

S.S. NIKETAN INTER COLLAGE

UP BOARD - KHATAULI
2010

Hobbies



Travel



Music



Photography

Experienced Product Photographer & Graphic Designer with 6 years of proven expertise. Skilled in capturing captivating product images and creating compelling graphic designs. Proficient in lighting techniques, composition, and post-processing. Strong project management abilities from concept to delivery. Expertise in industry-standard design software and maintaining brand consistency. Effective collaborator and communicator. Seeking new opportunities to contribute to organizational success.

Expertise

PRODUCT PHOTOGRAPHY



VIDEOGRAPHY



GRAPHIC DESIGN



VIDEO EDITING



PHOTO EDITING



Software



Photoshop



Illustrator



Lightroom



After-effect



Premiere Pro

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PORTFOLIO LINK
www.behance.net/asifrajput428d

Experience

HEKAYA NAGM

JULY -2023 - Present

Product Photographer, Photo Editor, and Graphic Artist

- Conceptualized and executed photoshoots for a wide range of products, including lifestyle and e-commerce imagery, tailored to target audiences.
- Directed lighting setups and managed studio equipment to capture the desired aesthetic and mood for each product.
- Developed digital assets and promotional materials, maintaining brand guidelines across social media, website, and print materials.
- Conducted 360-degree product photography to create interactive and engaging visual content for e-commerce platforms.
- Performed advanced post-production tasks, including background removal, compositing, and high-resolution retouching for flawless presentation.
- Enhanced workflow efficiency by organizing and cataloging digital assets for easy access and consistency across projects.
- Partnered with marketing and design teams to brainstorm and implement visual content strategies aligned with brand identity.
- Adapted designs and photography styles to seasonal trends, special promotions, and campaign themes for maximum impact.

SARASWATI GLOBAL- JAIPUR

MAY-2022 - APRIL 2023

Sr. Product Photographer & Graphic Designer

- Conducted on-location and studio photoshoots, ensuring optimal lighting, composition, and image quality.
- Edited and retouched photographs using industry-standard software, enhancing colors, removing blemishes, and ensuring overall visual appeal.
- Managed post-production workflow, including organizing and archiving digital assets.
- Worked closely with the Digital Marketing team to ensure seamless integration of photographs into various marketing and promotional materials.
- Took the initiative to revamp the product shoot guidelines for the e-commerce portal.
- Developed creative concepts and designs for a wide range of print and digital projects, including brochures, Logos, websites, social media graphics, and advertisements.
- Utilized industry-standard software to create visually compelling designs, incorporating typography, color theory, and layout principles.
- Worked closely with the marketing team to develop effective visual communication strategies and branding materials.
- Developed Product Lifestyle images in Photoshop
- Managed all aspects of the product photography process, including set-up, shooting, post-processing, and final image delivery.

M. A. TRADING- BHADOHI

AUG 2020 - MAY 2022

Sr. Product Photographer & Graphic Designer

- Developed visually engaging motion graphics and graphic designs for social media platforms.
- Created animations and visual assets that captured the attention of the target audience.
- Aligned visual elements with brand guidelines, ensuring a consistent and cohesive brand identity across social media channels.
- Utilized lighting techniques, composition, and attention to detail to capture the essence and beauty of products.
- Expertly retouched and edited photographs using Adobe Photoshop and Lightroom, enhancing colors, removing imperfections, and optimizing images for different platforms.
- Designed and created visual assets for websites, including banners, icons, illustrations, and other graphical elements.
- Ensured the visual consistency and user-friendliness of website assets across different pages and sections. Collaborated with web developers and content creators to integrate visual assets seamlessly into the website design.
- Edited and post-processed footage using industry-standard software, delivering polished final products that effectively conveyed the intended message.
- Operated camera equipment, lighting rigs, and sound recording devices to achieve desired shots and cinematic effects.
- Managed all aspects of the product photography process, including set-up, shooting, post-processing, and final image delivery.
- Ensured timely delivery of edited and retouched photographs, meeting deadlines and maintaining a consistent level of quality.

GPL GROUP OVERSEAS - NOIDA

APR 2019-2020

Product Photographer & Graphic Designer

- Captured captivating lifestyle and e-commerce product photographs,
- Utilized advanced photography techniques, lighting, and composition to highlight product features, textures, and details, resulting in visually appealing images.
- Took the initiative to revamp the product shoot guidelines for the e-commerce portal.
- Designed and created visual assets for websites, including banners, icons, illustrations, and other graphical elements.

KOIRALA GROUP - DELHI

JULY 2018 -2019

Product Photographer & Graphic Designer

- Developed creative concepts and translated them into eye-catching designs that effectively communicated key messages.
- Ensured the designs were optimized for different platforms, including websites, social media, and print materials.
- Utilized advanced photography techniques, lighting, and composition to capture visually appealing images that showcased products in the best possible way.
- Expertly edited and retouched photographs using Adobe Photoshop and Lightroom, enhancing colors, removing imperfections, and optimizing images for various platforms.
- Implemented efficient naming conventions and metadata tagging to streamline image organization and facilitate searchability.

SHAHNAZ HUSSAIN GROUP - DELHI

JAN 2017-2018

Product Photographer & Graphic Designer

- Ensured timely delivery of edited and retouched photographs, meeting deadlines and maintaining a consistent level of quality.
- Managed all aspects of the product photography process, including set-up, shooting, post-processing, and final image delivery.
- Created visually appealing graphic designs and lifestyle photographs for various