Saaliq Maqbool

Senior Visual Designer

Portfolio: saaliqmaqbool.in | **LinkedIn:** linkedin.com/in/saaliq-maqbool-00945424a
saaliqmaqbool@gmail.com | +91 88990 77337 | New Delhi, India | Open to relocation & remote | 15-day notice

SUMMARY

Visual designer with 6+ years turning brands into systems, from identity and campaigns to product UI, for US clients in GovTech, fintech and AI. Promoted twice in 30 months at iQuasar, where I lead a five-person team that owns the visual systems for three lines of business. Film-trained: I shot and graded the Ishq Live film (20M+ YouTube views).

SKILLS

Design: Visual Design, Brand Identity, Design Systems, Art Direction, Graphic Design, Typography, Layout, Campaign Design, Social & Marketing Collateral, Packaging, Motion Graphics, Video Production, UI & Web Design, Prototyping, Design QA, Team Leadership

Tools: Figma, Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Framer, WordPress, Claude, Figma MCP, Adobe Firefly, HubSpot, Google Ads, Meta Ads Manager, Jira

WORK EXPERIENCE

iQuasar Consulting Services (iQuasar LLC) | Srinagar & New Delhi, India (US-based company)
Graphic Design Specialist | Dec 2024 – Present
Senior Graphic Designer | Mar 2023 – Nov 2024
Graphic Designer | Jun 2022 – Feb 2023

- Unified brand consistency across three lines of business (GovCon, Software and Intravis engineering) and sister brands iQuen and Sahal by building their identity systems and brand guidelines.
- Launched the 80-page iQuasar LLC website, now a source of inbound meetings for several lines of business, by designing its layouts and component library and managing the build with developers.
- Cut team turnaround time 15–20% by writing the design SLA and running weekly reviews and final QA for a five-person design team.
- Cut designers' production time 20% with AI-assisted workflows; now rolling out a Claude + Figma MCP workflow across the team, starting with the iQuasar Software homepage.
- Set one video standard for every line of business by co-writing a 26-page production playbook for social reels, product explainers, demos and webinars.
- Gave every department self-serve, on-brand output with templates for capability statements, company profiles and LinkedIn, plus Google Ads, HubSpot and Meta campaign creative with marketing.

Client work is under NDA; walkthroughs available in interview.

Co-founder & Senior Visual Designer, Red Feather Design Studio | Srinagar | Sep 2021 – May 2022

- Kept brand language consistent for SaaS, health, cybersecurity and e-commerce clients by building one visual system per client before rollout to print, packaging and events.
- Redesigned app and web experiences for key accounts, from user flows to high-fidelity Figma prototypes.

Junior GIS Engineer, Ramtech Software Solutions | Noida | Jul 2019 – Aug 2020

- Designed the interface for a government land-record Document Management System with the engineering team, and ran QA on digitised records.

SELECTED WORK

Case studies and visuals at saaliqmaqbool.in

- Karvaan EP, Sony Music India (2026): sole designer of the identity, album art, sleeve and six-part campaign; credited by the band as "the one who made the music visible."
- Ishq Live, Faheem Abdullah × Rauhan Malik: shot, edited and graded the live film (20M+ YouTube views); cover art and merch for the 640M+-stream single.
- Bootcamp, Freshora and Mushkyaat: brand identities and packaging rolled out across signage, menus, social and promo video.
- Product case studies: Lapse (subscription tracker), EcoTrack (WCAG 2.2 AA audit) and mPay Delight+ (14-person user survey).

EDUCATION & CERTIFICATIONS

P.G. Diploma in UI/UX Design, Jain University & Wiztoonz College of Media & Design, Bengaluru | 2021 – 2022
Bachelor of Business Administration (BBA), Cluster University of Srinagar | 2018 – 2021
Foundations of User Experience (UX) Design, Google (Coursera) | 2025