

● CONCEPT ARTIST · ART DIRECTOR · BUILDER

S y e d

Zawar Ali.

Every project starts as a mess. I give it *a shape*.



PHONE

+92 313 3144978

EMAIL

a.zawar7400@gmail.com

PORTFOLIO

zawarali.com

LINKEDIN

in/s-h-zawar-ali-a783a3199

Profile

Concept artist and design leader with **12+ years** in concept art, UI/UX and high-conversion digital products. I turn messy briefs into clear visual stories, from **game environments and characters** to clean interfaces and brand systems. Today I also build the **web apps, AI automations and AI agents** that put good design to work.

12+

years in concept art, UI and visual design

7+

years as Head of Design

42

brands using my gamified assessment designs

Experience

2025 — 2026

Art Director & Project Manager

Big Bash Studio

Art direction and delivery for brand identities, ebook cover series and websites, from first concept to final files, with scope, timelines and clients managed end to end.

2019 — Now

Head of Design

The Talent Games

Lead visual strategy for AI-driven hiring and gamified assessments: game concept art, characters and environments, storyboards, product UI/UX and AI-powered asset production. Mentor the design team and bring AI workflows into daily production.

2019 — 2020

Sr. Graphic Designer

Engage Consulting

Brand, marketing and presentation design for the consultancy's programs and campaigns.

2018 — 2019

Multidisciplinary Visual Designer

Centricsource

Web, print and social design, keeping one brand voice across every format.

Expertise

- Game concept art & environments
- Character design
- Storyboards & illustration
- UI/UX design & prototyping
- Portal, SaaS & dashboard design
- High-conversion layouts & CRO
- Logo & brand identity systems
- Art direction & team mentoring
- Project management

Build & AI

- AI automation NEW
- AI agents NEW
- Web app development NEW
- Websites (WordPress, GHL)
- AI-assisted concept art

Toolbox

DESIGN

Illustrator

Figma

Adobe XD

Photoshop

Procreate

AI

Midjourney

Adobe Firefly

BUILD & MANAGE

WordPress

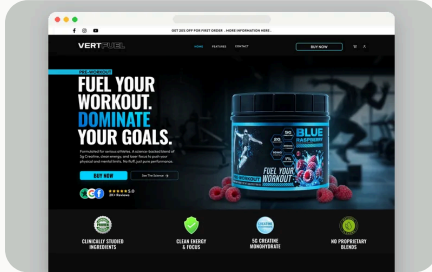
GHL

Trello

● PORTFOLIO

Things I've shaped.

A few pieces from games, websites, brands and books. 134 projects, each with its own interactive page, at zawarali.com.



Vertfuel



Website

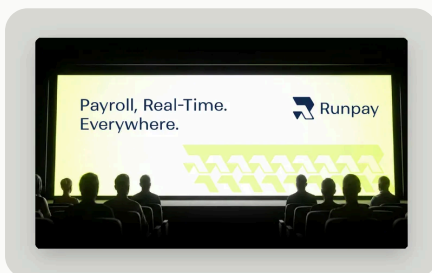
C-Factor AI



Product UI

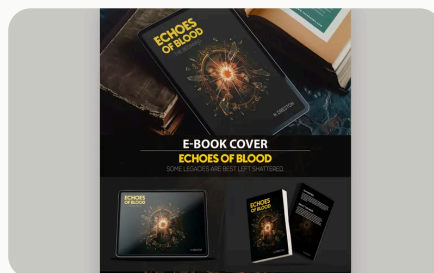
FIFA Qatar 2022

Game art



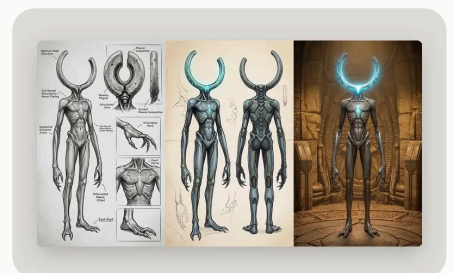
Runpay

Branding



Echoes of Blood

Ebook



The Crescent Warden

Character

How I work

- | | | |
|----|-----------------|---------------------------|
| 01 | Discover | Goals, audience, numbers |
| 02 | Concept | Directions until one wins |
| 03 | Design | Pixel-perfect systems |
| 04 | Build | Web apps & automation |
| 05 | Improve | Measure what converts |

“

Zawar has been the cornerstone of our visual strategy as Head of Design. A rare creative leader who understands where technology meets premium art direction.

Paul Keijzer
CEO & Founder, The Talent Games

42 brands *one designer*

Teams that have used my game designs for gamified assessments:

FIFA Qatar 2022

Unilever

Shell

Pfizer

Nestlé

Bain & Company

AirAsia

Foodpanda

Telenor Microfinance

Jazz

Zong

Banglalink

bKash

HBL

Meezan Bank

Bank Alfalah

JS Bank

Mashreq Bank

Aga Khan University

Beaconhouse

K-Electric

Honda Atlas

Syngenta

ICI

Engro Foods

National Foods

Americana

Jubilee

Khaadi

BUPA

Brambles

BRAC

Ibex

TPL

FFBL

Super Retail Group

IIHRM

PMI

Masan

Parkway

EBM

Oman

Let's build *something.*

EMAIL

a.zawar7400@gmail.com

PHONE

+92 313 3144978

BASED IN

Karachi, Pakistan



SCAN · PORTFOLIO