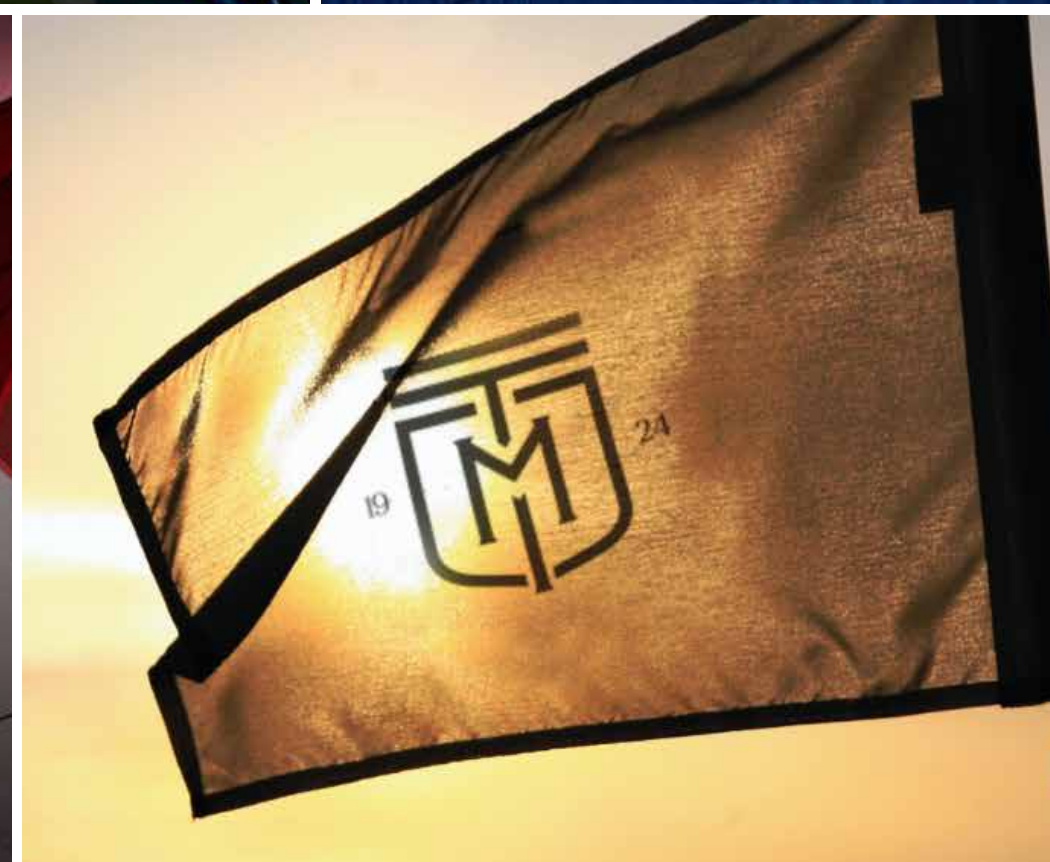


CURATED PORTFOLIO BY  
**MUHAMMAD ASAD NAZIR**  
ART DIRECTOR

# MAN MADE

MAN-MADE.NET





MANMADE



**ABOUT MAN  
RÉSUMÉ  
ACCOUNTS & INDUSTRIES  
WORK  
CONTACT**

**EVERY  
GREAT IDEA IS  
MANMADE™**



# HELLO!

This is MAN —  
Muhammad Asad Nazir.

As an Art Director, MAN has been leading design teams and weaving magic with his wand for 11 years. He has worked fastidiously on local, glocal, and global accounts creating complete brand and identity ecosystems for some of the most demanding clients in the region.

From airlines to restaurant menus, from telecommunication giants to real estate brochures, and from technology companies to candy wrappers — he's done it all.

34

YEARS OF  
EXISTENCE

11

YEARS OF  
EXPERIENCE

65

BRANDS  
RE/LAUNCH

97

ADVERTISING  
CAMPAIGNS

03

ACCLAIMED  
AWARDS

ONE MAN  
ARMY AND  
A MAN  
FOR THE  
TEAM.

EXPERIENCE

- 2019 — Now

★ CHIEF ART DIRECTOR

The D’Hamidi Partnership
- 2016 — 2019

ART DIRECTOR

The D’Hamidi Partnership
- 2011 — 2016

GRAPHIC DESIGNER

The D’Hamidi Partnership

EDUCATION

- 2008 - 2011

BACHELORS IN ADVERTISING

Iqra University, Karachi, PK
- 2005 - 2007

INTERMEDIATE | GRADE 12

DA College, Karachi, PK
- 2005

MATRIC | GRADE 10

HHS School, Karachi, PK

AWARDS & ACHIEVEMENTS

- 2018

Won the best Identity Design award for Hum News | ADA Awards
- 2014

Shortlisted for top entries from Asia region | Campaign for Dignity - India
- 2014

Attended the visual workshop | Visual Psychology Workshop
- 2014

Won the the Best Campaign award for Mobilink | PAS Awards
- 2011

Won the 1st award for best photo essay | LUMS Olympiad

ACCOUNTS

INDUSTRIES

AAA MOTION PICTURES  
ADA MAGAZINE  
ADAMJEE LIFE  
AILAAJ.COM  
ALFALAH INVESTMENTS  
ALLEZ  
AL KARAM GALLERIA  
ASC GROUP  
ASTOR (REVLON, LANA)  
AVARI GROUP  
BP CONFECTIONERY  
BROOKES PHARMA  
BRB GROUP  
CAST & CREW  
C.U.S.T. UNIVERSITY  
DUNYA NEWS  
ENGRO CORP  
ENGRO FOODS  
FATIMA FERTILIZER  
FAYSAL BANK  
FRESH STREET  
FIREFLY  
GADOON TEXTILE MILLS  
GETZ LIFE

GETZ PHARMA  
GO 4 FRESH  
G.T. ROAD RESTAURANT  
GUL AHMED  
HABIB METROPOLITAN BANK  
HABIB UNIVERSITY  
HILLS & VALES  
HUBCO  
HUM NEWS  
HUTCHISON PORT  
ICI DULUX  
IGLOO ICE CREAMS  
IDEAS  
IQRA UNIVERSITY  
IUSS  
IOBM  
JAZZ  
KASHMIR PREMIER LEAGUE  
LUCKY GROUP  
LUMS  
MASH  
MARTIN DOW  
MCB BANK  
MOBILINK

MEAT THE CHEESE  
METIER GROUP  
MONDE GROUP  
MY WATER  
NISHAT GROUP  
NAVEENA GROUP LIMITED  
NATIONAL FOODS  
N31  
PAKISTAN CABLES  
PAKISTAN INT. AIRLINE  
PAKISTAN CRICKET BOARD  
PARK VIEW CITY  
PAKOLA  
PUNJAB COLLEGES  
PUREHEALTH  
PTDC  
RIVIERA GROUP  
SALMIS LIVING  
SECMC  
SEHA  
SHAMAEEL FASHIONS  
SHAHEEN AIR INT.  
SOHAIL UNIVERSITY  
SOORTY ENTERPRISES

SPRINGS  
STEP  
TAJ GASOLINE  
THEATRE CAFE  
THE MODEL TOWN CLUB  
TRANSWORLD HOME  
VERSUS  
ZONG 4G  
ZERO CARBON

AGRICULTURE  
AUTOMOTIVE  
APPAREL  
AVIATION  
BEVERAGE  
BEAUTY SALON  
CONSTRUCTION  
CONSUMER GOODS  
COSMETICS  
CONFECTIONERY  
DENIM  
DEPARTMENTAL STORE  
EDUCATION  
ELECTRONICS  
ENTERTAINMENT  
FOOD  
FROZEN FOOD  
FROZEN DESSERT  
FINANCIAL  
FITNESS  
ENERGY  
GREEN ENERGY  
HOSPITALITY & LEISURE  
HEALTHCARE

HOUSEHOLD  
HOME FURNISHING  
INTERNET  
LOGISTICS  
MEDIA  
PHARMACEUTICAL  
RESTAURANT  
REAL ESTATE  
SPORTS  
TEXTILE  
TOILETRIES  
TOURISM  
TECHNOLOGY  
TELECOMMUNICATION  
WEDDING



## PAKISTAN INTERNATIONAL AIRLINES

### A GIANT LEAP

To create a sense of dynamism and movement, we capture our Markhor in mid-motion as it is about to leap into the future — taking a natural action into the supernatural.

### CONTRIBUTIONS

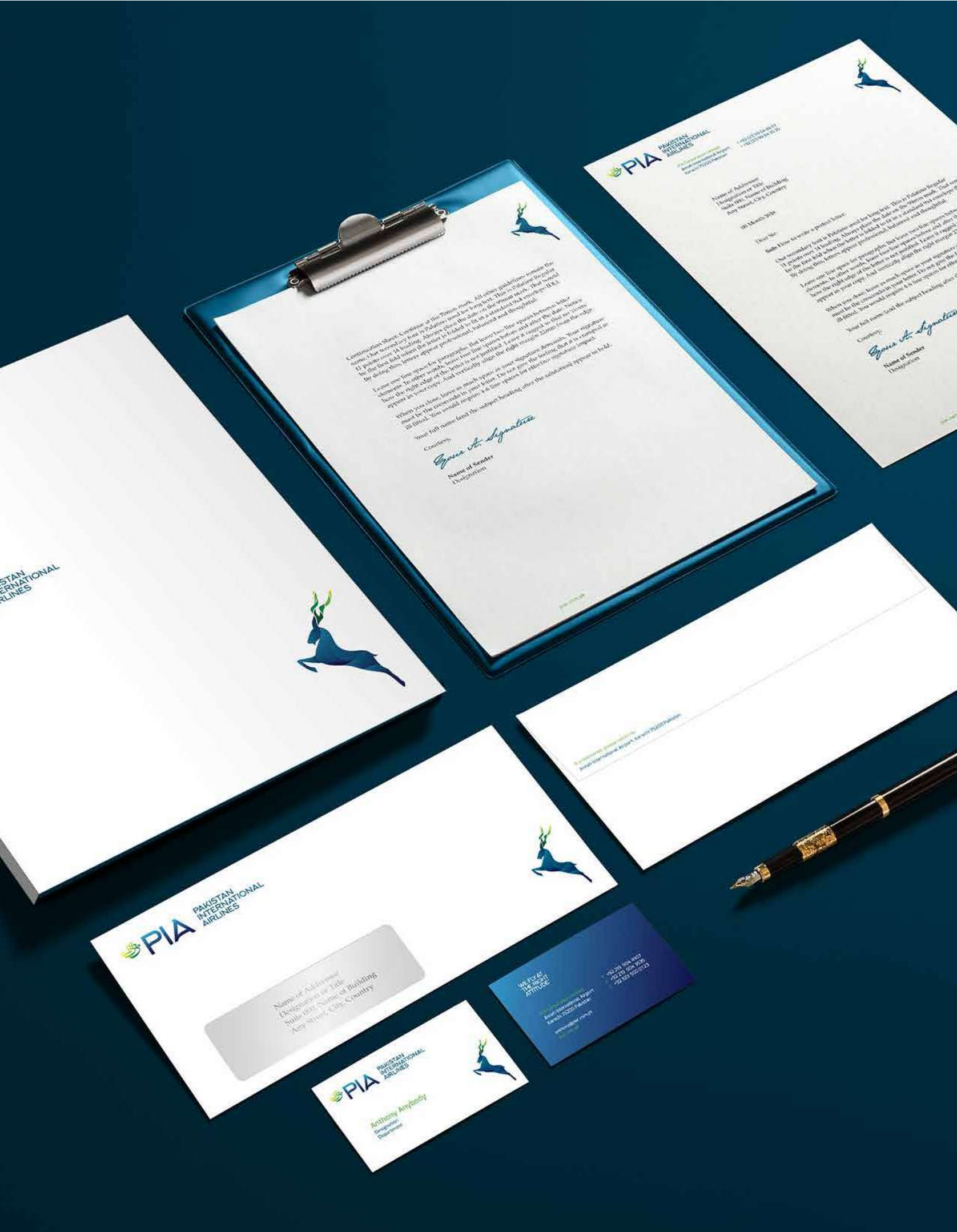
Identity Design  
Livery Design  
Corporate Identity  
Styleguide  
Website  
Communication

### INDUSTRY

Aviation













ZONG 4G

DREAMING A  
NEW DREAM

The brand was rehauled and rejuvenated to appeal to Gen Z — all the time centered around the visual and sonic branding of the gong.

CONTRIBUTIONS

- Identity Design
- Corporate Identity
- Packaging Design
- Styleguide
- Website
- Communication

INDUSTRY

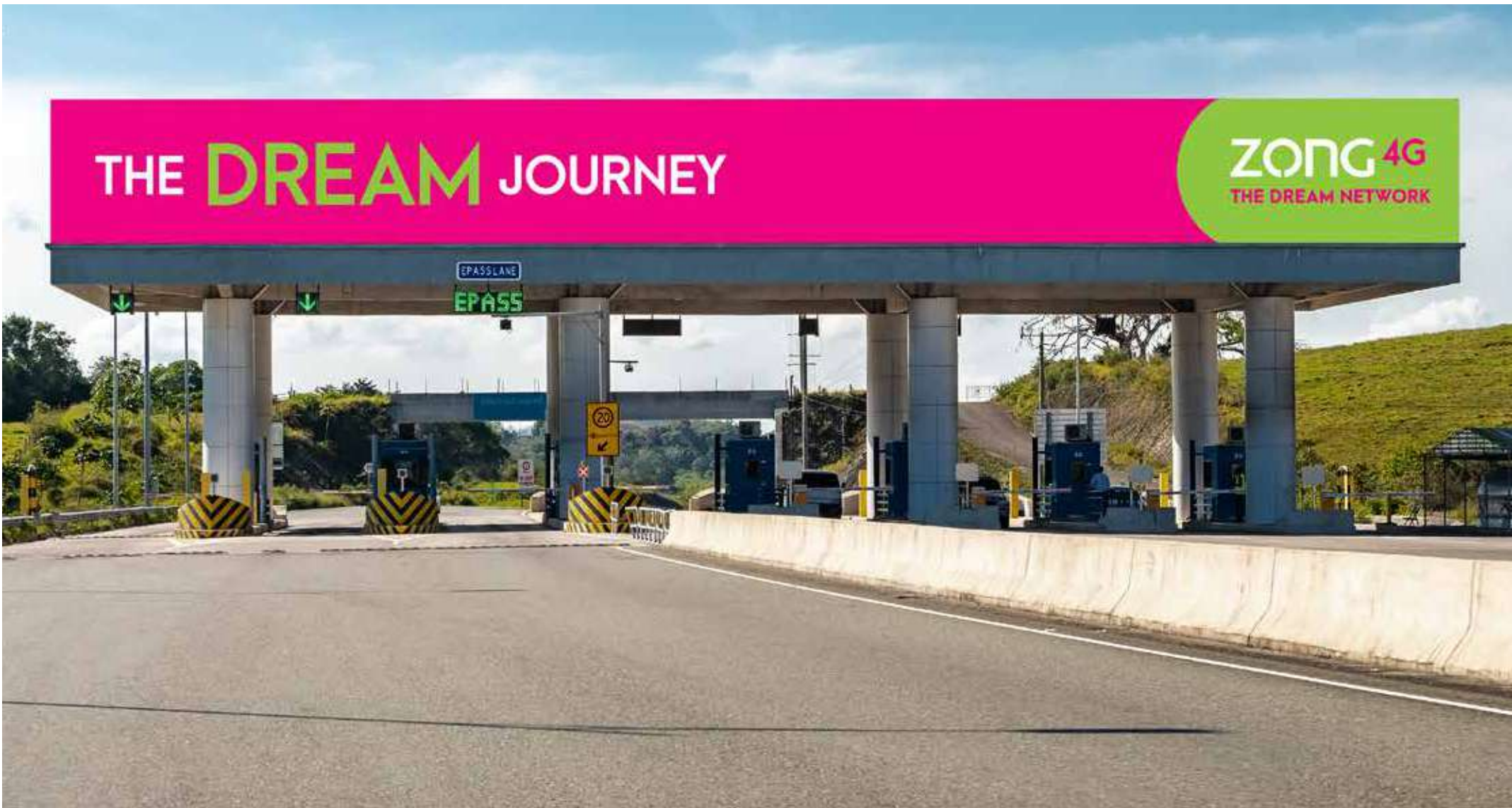
Telecommunication













PUREHEALTH

UNLOCKING TIME

Armed with the science of longevity, UAE’s largest health vertical conveys celestial gravitas and sophistication with the typographic addition of a Grecian letter and a visual nod to the North Star that lights the way for humanity to unlock time.

CONTRIBUTIONS

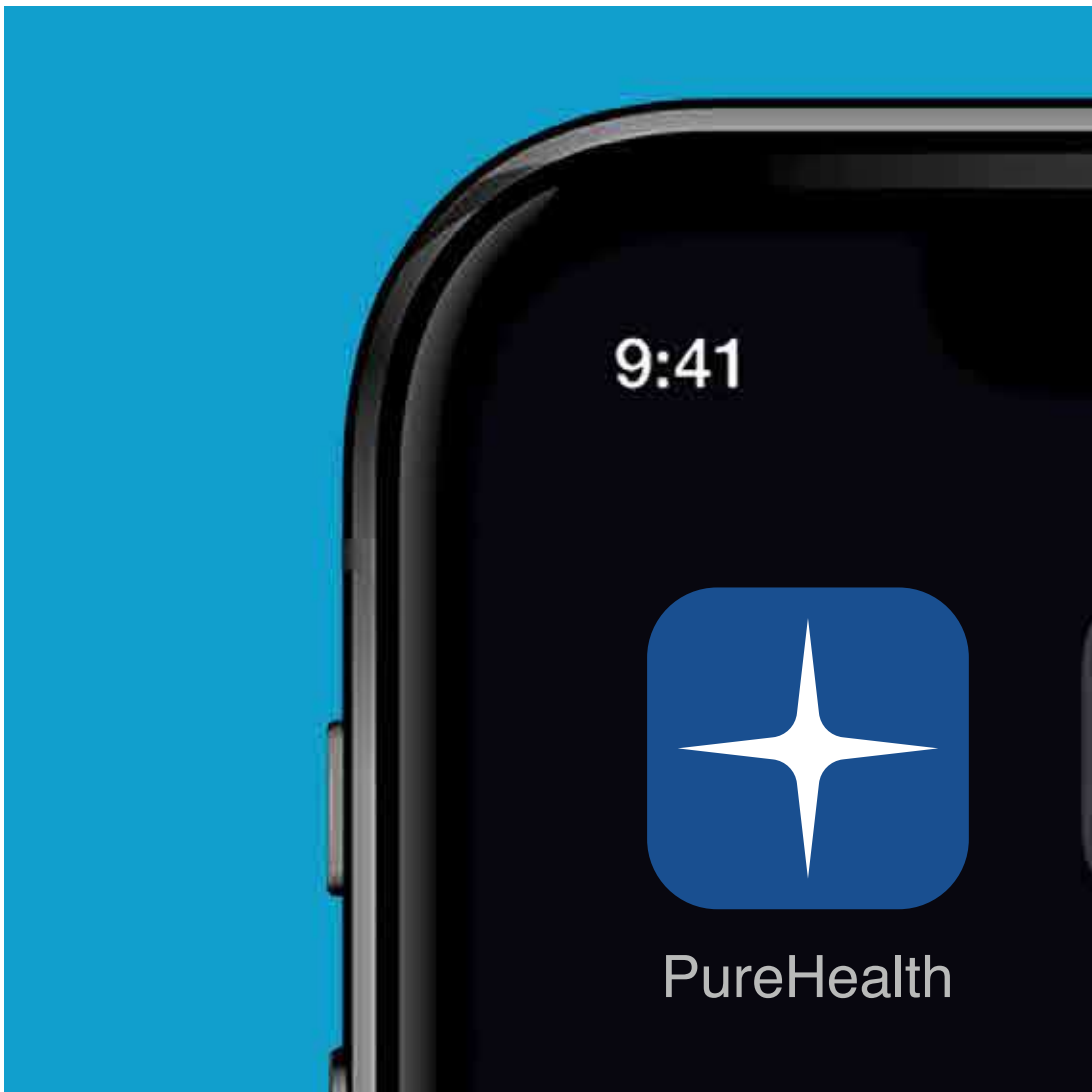
- Identity Design
- Corporate Identity
- Brand Guidelines
- Website
- App Design
- Communication
- Social Media
- Merchandise

INDUSTRY

Healthcare

















## AILAAJ

### THE LIFELINE

Our logo showcases an ECG pulse as it represents the life and health of our customers, who are at the front and center of all the services available at Ailaaj.

### CONTRIBUTIONS

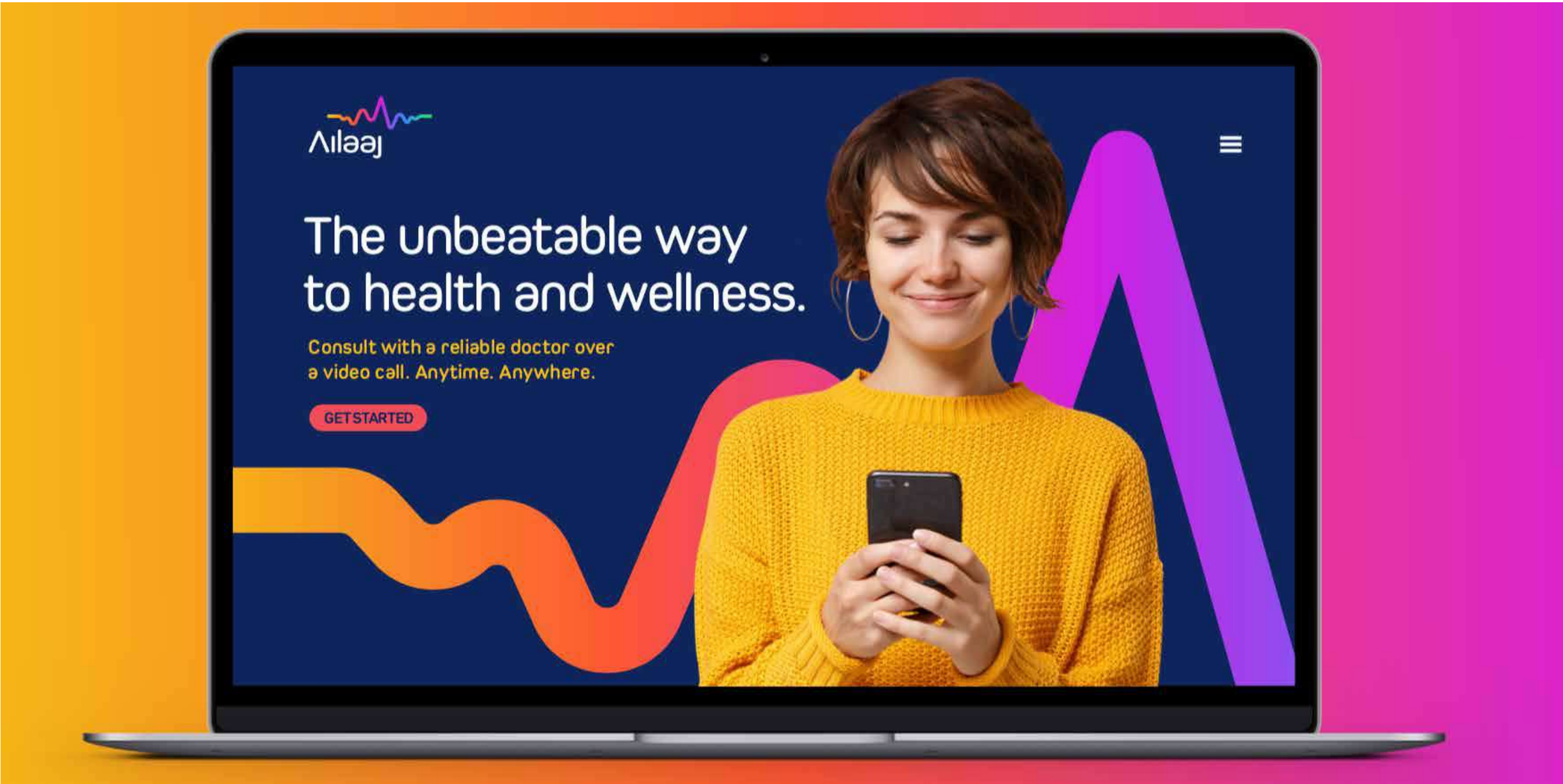
Identity Design  
Website  
Communication

### INDUSTRY

Healthcare









## TAJ GASOLINE

### CROWNING ENERGY WITH MEANING

A unique brand marque was created that is simultaneously a symbol and a name-graphic in a signature red identity. With sharp and angular visual environment that leads with the cutting-edge in order to out-manoeuvre the competition.

### CONTRIBUTIONS

Identity Design  
Corporate Identity  
Forecourt Design  
Styleguide  
Website  
Communication

### INDUSTRY

Energy









FAYSAL BANK ISLAMI

CONVERTING TO GREEN.  
MIGRATING TO ISLAMIC.

The space inside Octagram is artfully repurposed with a calligraphically composed dome that spells Islami. After various studies, the most graphically visible choice got selected.



CONTRIBUTIONS

Identity Design  
Fascia Design  
Corporate Identity  
Brand Guidelines  
Communication

INDUSTRY

Financial



## IDEAS

## MODERN IDEAS

By streamlining and updating the namegraphic, and by incorporating visual cues from the original namegraphic, a modern brand with modern values that still remains true to its roots was created.

## CONTRIBUTIONS

Identity Design  
Packaging Design  
Label Design  
Styleguide  
Communication

## INDUSTRY

Fashion & Apparel









## SHAHEEN AIR INTERNATIONAL

### ADDING MORE SHINE TO THE WAY YOU FLY

The eagle can speak three languages. The language of metaphor. The language of design. And the language of anatomic calligraphy to lift an airline up where it belongs.

## CONTRIBUTIONS

Identity Design  
Livery Design  
Corporate Identity  
Website  
Communication

## INDUSTRY

Aviation





**Let's shine together.**  
Introducing our new brand and identity.

At the heart of our new identity, you'll discover a promise that comes gilded with a unique brand of passion. It comes with the highest standards of service. Genuine hospitality. And resounding reliability. So that we can soar higher and further than before as Pakistan's Second National Carrier. Flying 27 aircraft to 7 local and 13 international destinations, we offer more proof that we fly at the right attitude and will go to any length, under the sun, to shine for you. For details, call or visit today.



**SHAHEEN**  
shine™

111 80 80 80  
shaheenair.com

**Places that shine.**  
Introducing our new brand and identity.

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**SHAHEEN**  
shine™

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shaheenair.com

**Values that shine.**  
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**SHAHEEN**  
shine™

111 80 80 80  
shaheenair.com





HUM NEWS

BROADCASTING UNISON

By incorporating the Urdu HUM into the Latin alphabet, a dual language brandmarque was created that can be read simultaneously in English or Urdu — all the time keeping its distinctive, signature look intact.

CONTRIBUTIONS

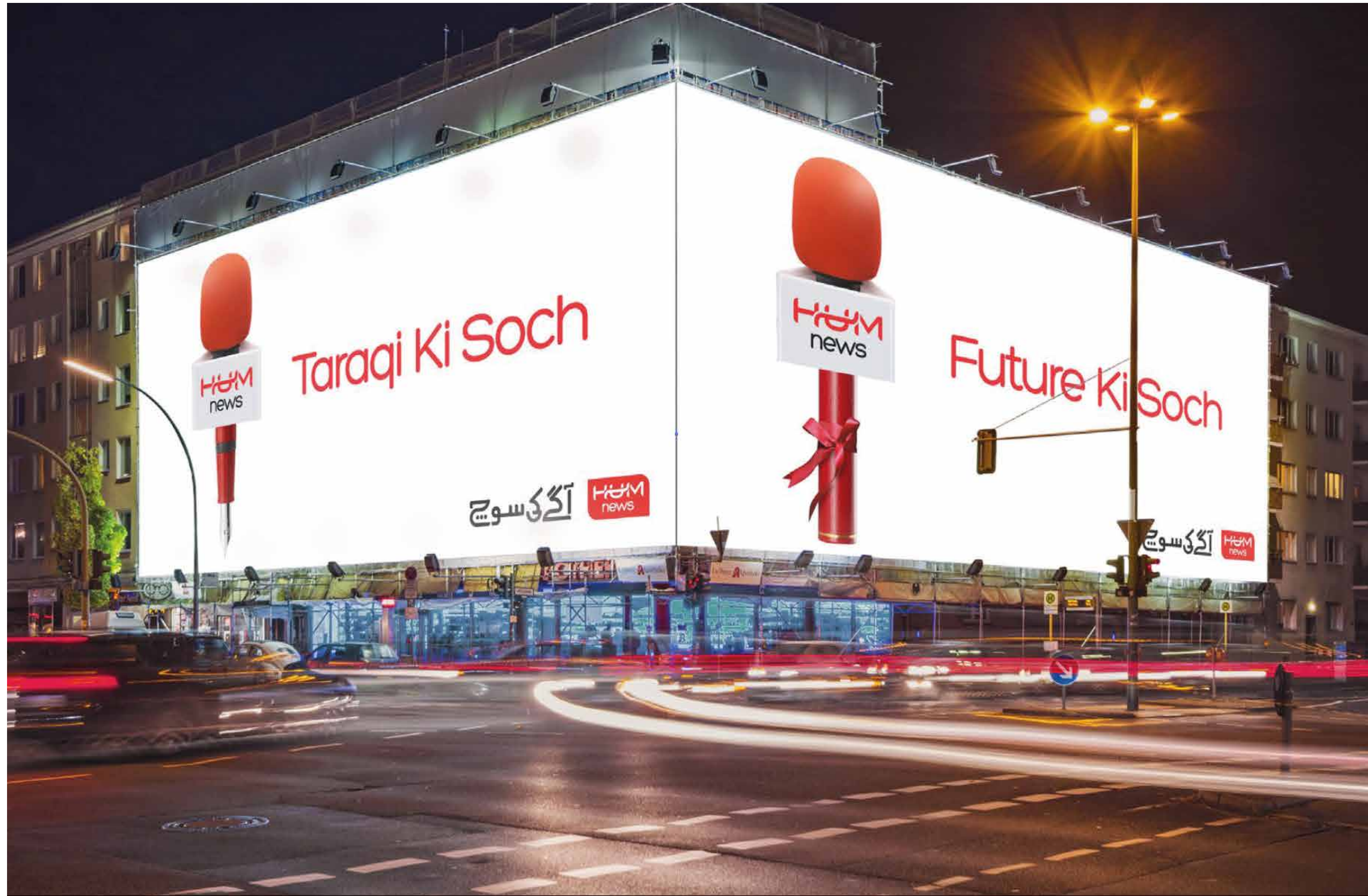
- Identity Design
- Corporate Identity
- Broadcast Graphics
- Styleguide
- Communication

INDUSTRY

News Media







azadi mubarak



independent • investigative • inspirational

be free. apply now.  
humnews.pk

talent required not just experience



## PAKOLA

### Upgrading A Classic

After a careful study of the typographic anatomy of Pakola's brandmarque, we clean, straighten, and resize this iconic logotype for perfect reproduction that is also stylistically and culturally on trend.

### CONTRIBUTIONS

Identity Design  
Packaging Design

### INDUSTRY

Beverage









SOORTY

INTERLOCKED  
FOR GOOD

The double-O's in Soorty's namegraphic was inventively interwoven and interlock to create a sense of infinite engagement with quality, technology and sustainability.

CONTRIBUTIONS

- Identity Design
- Corporate Identity
- Styleguide
- Website
- Communication

INDUSTRY

Denim













NATIONAL FOODS

SPICING UP A LEGACY OF NEW TRADITIONS

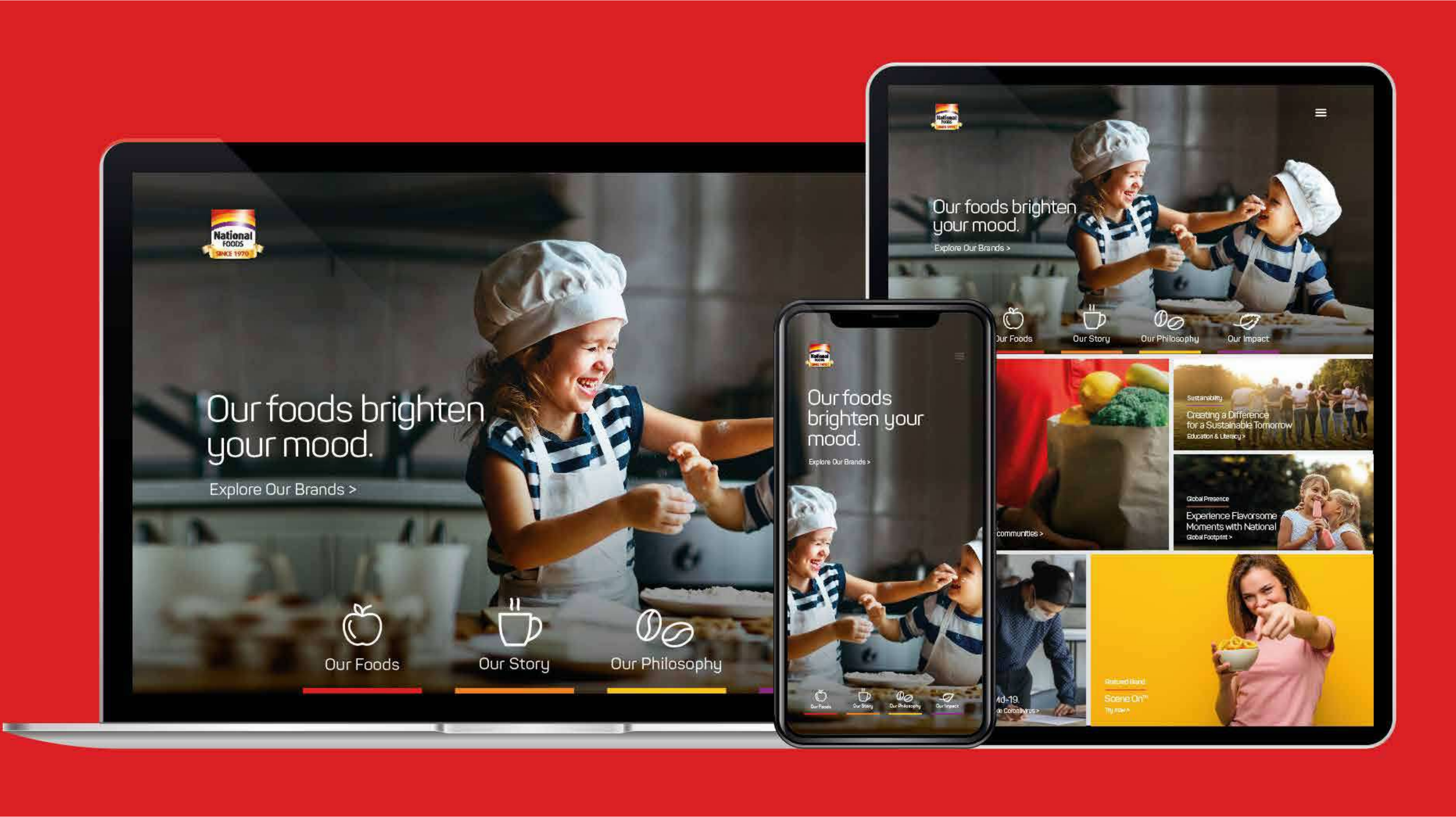
Work for National Foods included a suite of design assets, from new website to a new packaging — that updated and refreshed their brand vocabulary in unexpected new ways.

CONTRIBUTIONS

Corporate Identity  
Packaging Design  
Website

INDUSTRY

Food









IGLOO TEMPTATIONS

MODERN INDULGENCE

This typographically-led packaging is designed to awaken your senses and suggest that you are holding an entire body of creamy, dreamy goodness that will leave you wanting more.

CONTRIBUTIONS

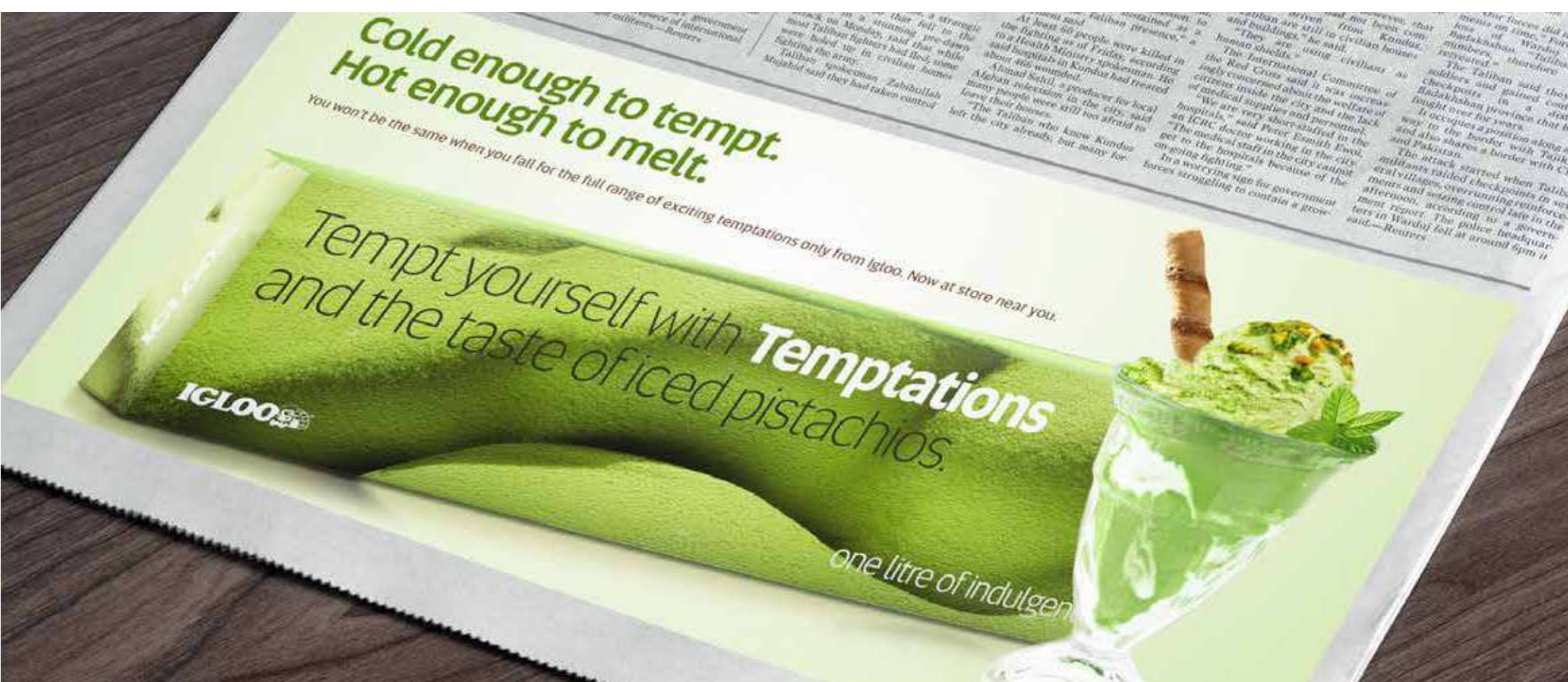
Packaging Design  
Communication

INDUSTRY

Frozen Dessert









## THE MODEL TOWN CLUB

### CLUB WITH MODEL APPEAL

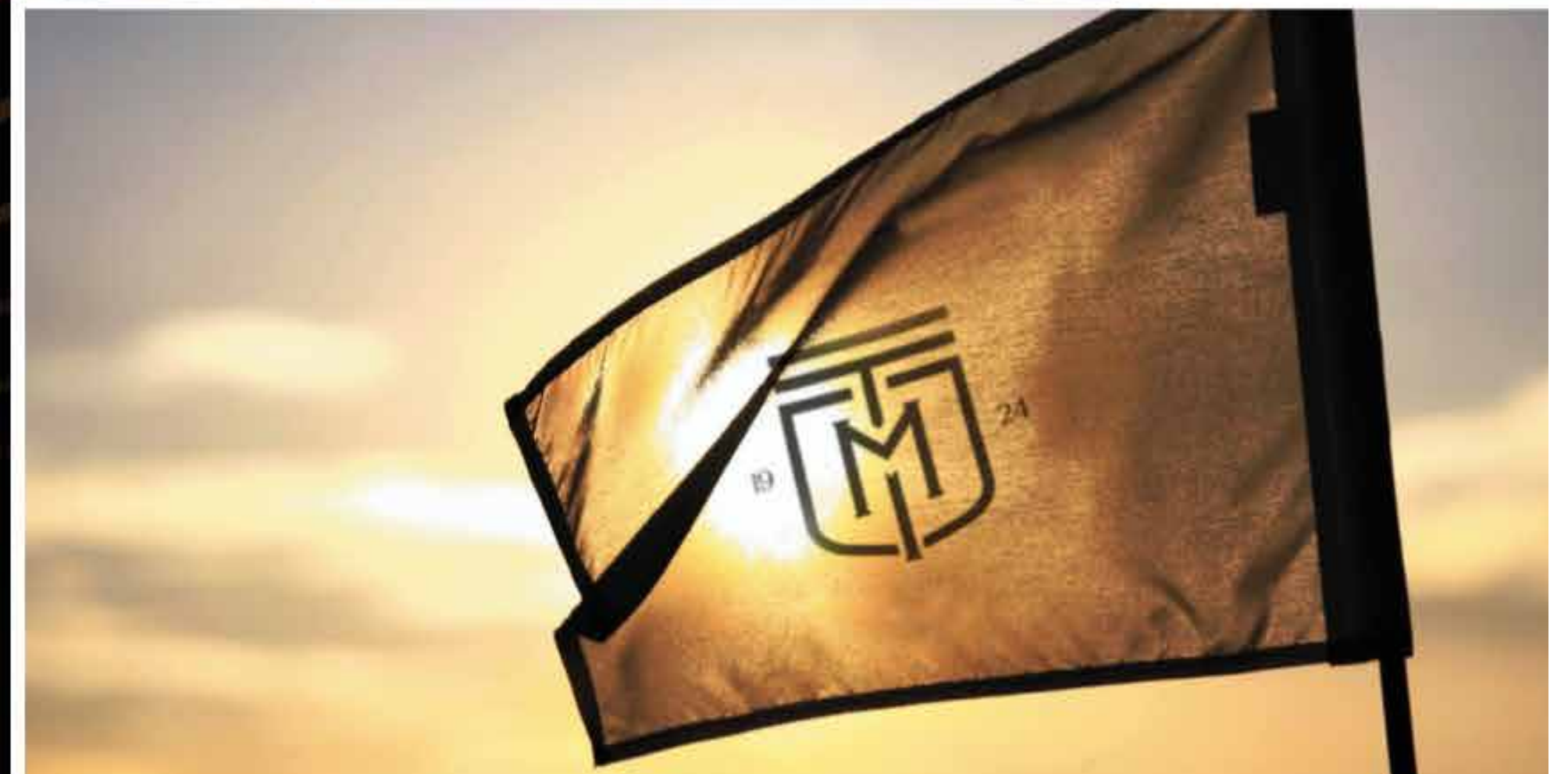
The spirit and heritage of The Model Town Club was brought to life through a classic crest design that inventively makes use of the club's acronym.

### CONTRIBUTIONS

Identity Design  
Styleguide

### INDUSTRY

Hospitality & Leisure









# LET'S *MANIFEST* TOGETHER.

MUHAMMAD ASAD NAZIR

ART DIRECTOR

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