Muhammad Nouman Raza

hello@noumanraza.com | noumanraza.com
Pakistan

PROFILE

Performance-driven Graphic Designer specializing in **Static Ads and YouTube Thumbnails** that convert views into clicks and clicks into sales.
I combine creative direction with marketing psychology to design visuals that consistently deliver **2–3× click-through rates** and boost ROAS across campaigns for creators and brands worldwide.

SKILLS

Creative & Technical:
Ad Creative Strategy, Thumbnail Design, Visual Hierarchy, Design Psychology, Branding, Color Theory, Typography, AI Tools (Midjourney, ChatGPT, Runway)

Marketing Tools:
Meta Ads, TikTok Ads, YouTube Analytics, Photoshop, Canva, Illustrator, Notion, ClickUp

Soft Skills:
Creative Direction, Collaboration, Communication, Problem Solving, Attention to Detail

EDUCATION

Matriculation | 2018

EXPERIENCE

Forever Booked — *Lead Graphic Designer*
Aug 2025 – Present | Remote

- Designing highly conversion-optimized static ad visuals for Meta platforms, directly improving **CTR and ROAS** for client campaigns.
- Collaborating with media buyers and brand strategists to align visual communication with campaign goals.
- Introduced a creative audit system that identifies design-performance gaps, helping test visuals 30% faster.

ROAS Agency — *Graphic Designer*
May 2025 – Present | Remote (USA-based)

- Created ad creatives that drove **above-benchmark CTRs (2–3×)** for clients in **coaching, consulting, and e-commerce** niches.
- Worked closely with strategy teams to craft clean, data-driven designs that outperform cluttered layouts.
- Helped optimize campaign visuals to improve ROAS and conversion rates.

Freelance — YouTube Thumbnail Designer
Sep 2024 – Present | Remote

- Teamed up with high-profile creators such as **Mel Abraham, Chris Farman, Rick Mulready, Simon Scrapes, and Hardly Initiated**, helping generate **hundreds of millions of views** across channels.
- Designed click-optimized thumbnails using A/B-tested psychology (emotion, contrast, curiosity).
- Built lasting client relationships through consistency, clear communication, and high-performing designs.

Fiverr — *Creative Graphic Designer (Freelance)*
Mid 2023 – Present

- Completed **20+ design projects**, including thumbnails, posters, and social media ads.
- Maintained **100% client satisfaction** by combining fast communication with clean, minimal design style.

Upwork — *Freelance Graphic Designer*
Mid 2023 – Present

- Delivered **70+ projects** for brands, coaches, and e-commerce businesses focused on CTR, brand visibility, and conversions.
- Specialized in scroll-stopping designs that perform under real marketing data.

PORTFOLIO & LINKS

- Behance Portfolio – Best designs
- LinkedIn – Posts, insights, and design breakdowns

NOTABLE PROJECTS

- **Creator Performance Project:** Helped YouTuber Mel Abraham increase CTR from **3.2%** → **7.9%** after a 4-thumbnail test cycle.

- **E-commerce Brand Launch:** Designed Meta ad visuals that generated **2.5× ROAS improvement** in first month.

- **"Audit" Campaign Series:** Built a content-led design audit that attracted 10+ new clients via LinkedIn in 30 days.