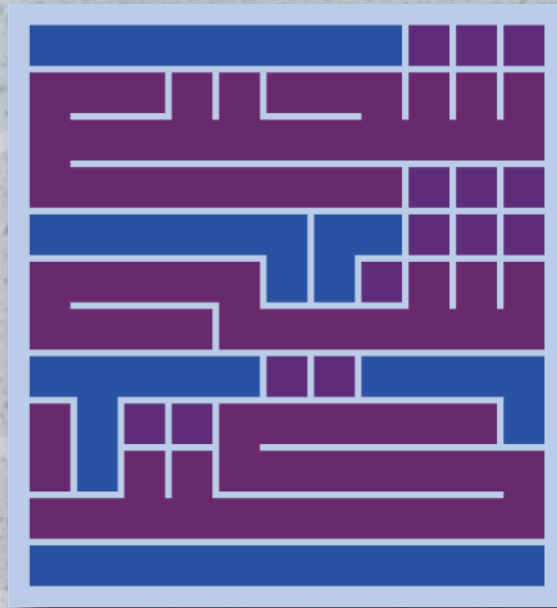


ShejiKazmiPhotography & Design



Original Calligraphy in Square Kufic

There is a famous idiom:
"TWO IS A COMPANY, THREE IS A CROWD."

However, for the above composition, I always imagined a different meaning — ***"Three is a company!"*** The idea was to include our daughter, Kinza, in our creative journey after she completed her Masters and became part of the team.

The three names — شجاع، ثناء، كنزا — were meant to represent a shared vision, creativity, and a family legacy.

But Allah had a different plan. My beloved wife, Sunayia, suddenly passed away due to cardiac arrest in 2023, leaving behind memories, inspiration, and an irreplaceable absence. The plaque exactly as it was created — not only as a celebration of the creative partnership and unconditional support Sunayia gave me throughout our journey, but also as a tribute to a dream that was beautifully envisioned, even if it remained incomplete.

For me, it is no longer just a calligraphic composition. It is a symbol of love, companionship, creativity, and the bond that continues beyond time. ■■

—Sheji Kazmi

PORTFOLIO

ShejiKazmiPhotography&Design

About

Salam, I am **Sheji Kazmi** — a creative professional with extensive experience in leading creative teams at renowned advertising agencies, collaborating with national and multinational brands, and providing creative consultancy for corporate and government projects. Over the years, my work has encompassed diverse industries, always driven by a passion for creating meaningful, impactful, and visually compelling brand experiences.

Throughout my career, I have had the privilege of mentoring and training numerous art students, associates, and young advertising professionals in design, visual communication, production, copy writing, and client management. As a visiting lecturer at various art and graphic design institutes, I have shared my experience and insights with aspiring creatives, contributing to the growth of the next generation of visual storytellers.

My creative expertise extends across the industry's leading graphic and multimedia applications, including:



Photography remains one of my greatest passions. Understanding light, perspective, framing, and composition has become an instinctive part of my creative process — the camera has always been an inseparable companion in my journey of visual exploration.

My fascination with Urdu and Arabic calligraphy began in childhood and evolved into a lifelong pursuit. I learned traditional calligraphic techniques through the hand-crafted *Qalam* and ink, later refining my skills through dedicated study and guidance from respected masters of this timeless art form.

I began my professional journey soon after graduation and have spent nearly Five decades working as a creative lead. Later, I founded my own advertising agency with my late wife, **Sunayia Kazmi** — a celebrated painter whose artistic vision beautifully complemented my creative approach. Working together was an inspiring experience, where our combined talents produced work that was thoughtful, distinctive, and deeply connected to the essence of each brand. The glimpses of my portfolio presented here represents a diverse spectrum of creative expressions, developed with a commitment to originality, craftsmanship, and strategic thinking.

Every project reflects a careful understanding of the brand's identity, audience, and purpose — transforming ideas into meaningful visual experiences. ■■



I AM SHEJI KAZMI

PORTFOLIO

GRAPHICS: LOGOS



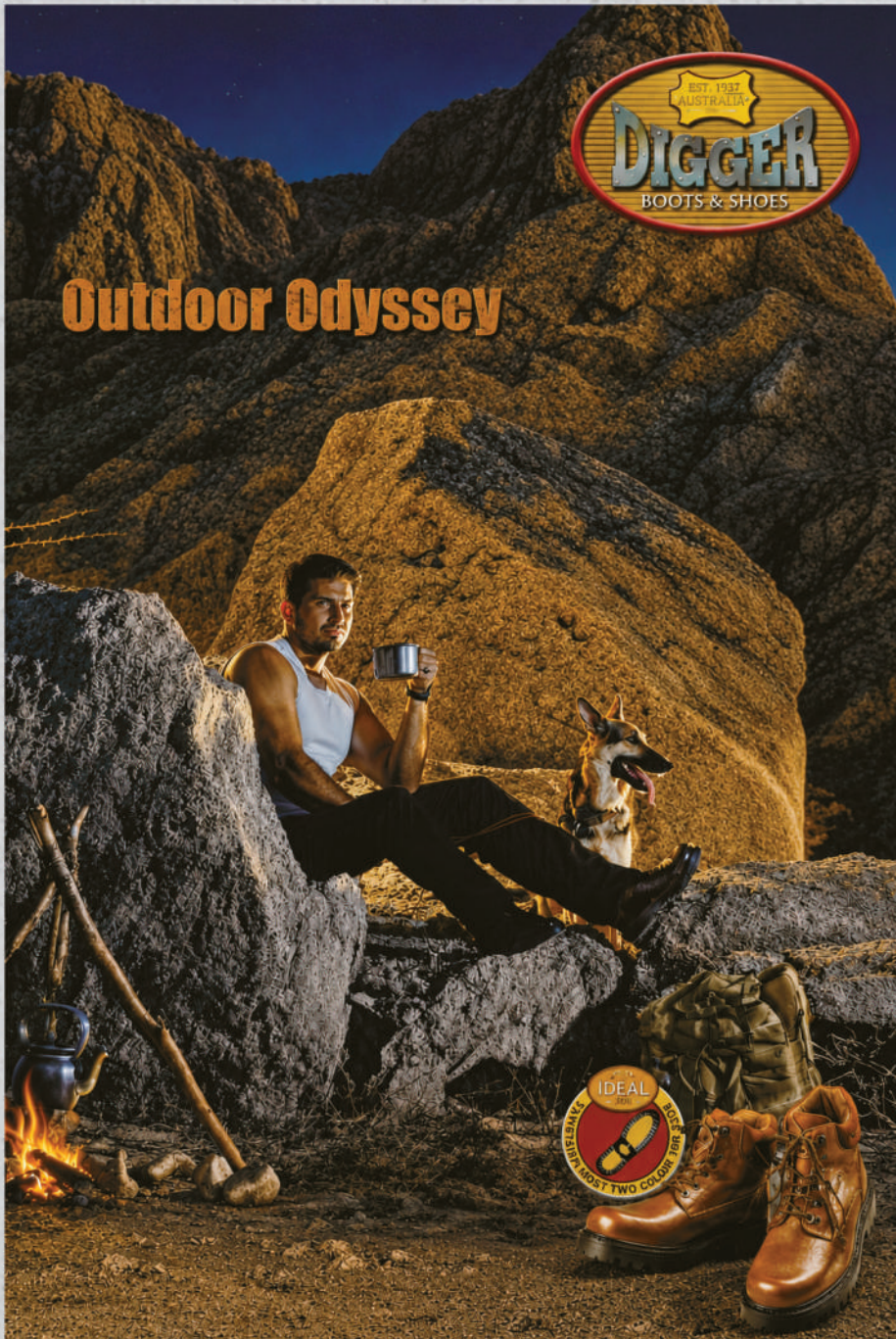
GRAPHICS: PACKAGING-01



GRAPHICS: PACKAGING-02



GRAPHICS: PRINT ADS-01



DIGGER
EST. 1932 AUSTRALIA
BOOTS & SHOES

Outdoor Odyssey

A man in a white tank top and black pants sits on a large rock, holding a mug. A German Shepherd dog sits next to him. A pair of brown leather boots is in the foreground. A small fire burns in the background.

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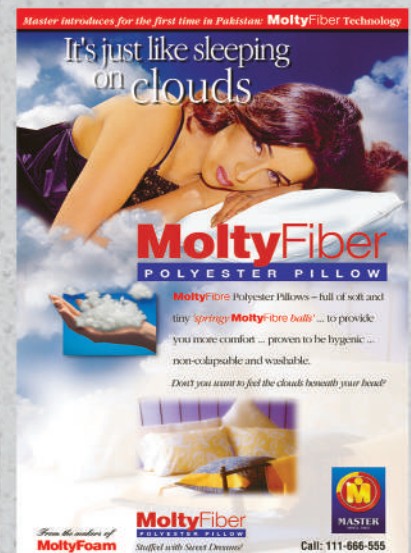
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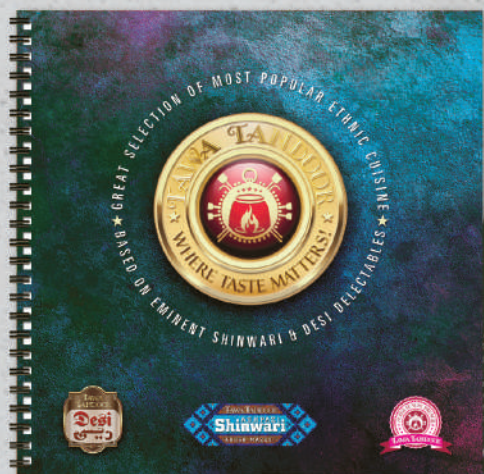
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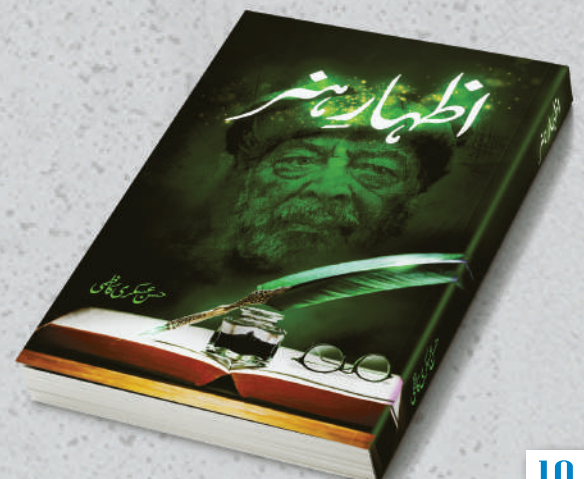
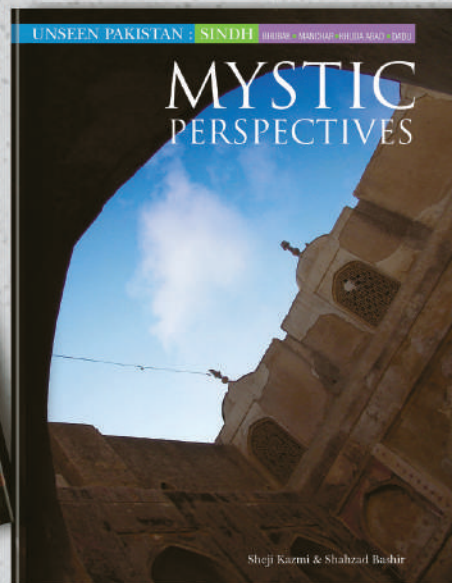
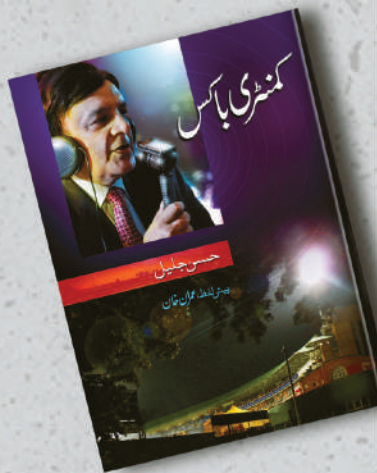
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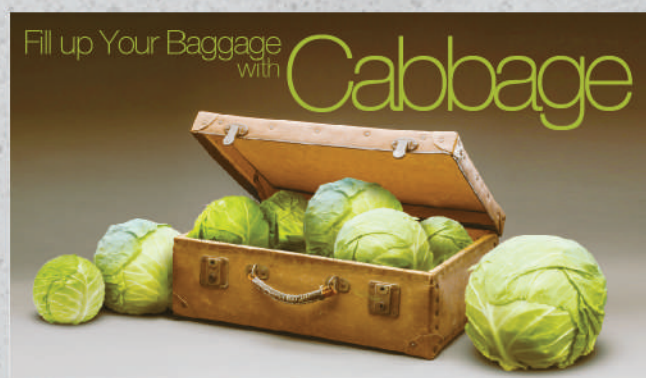
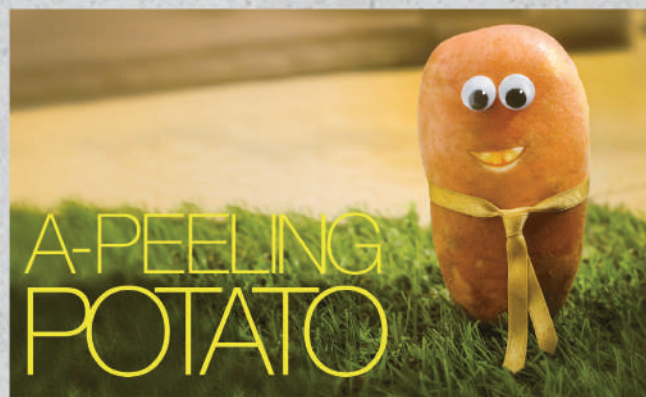
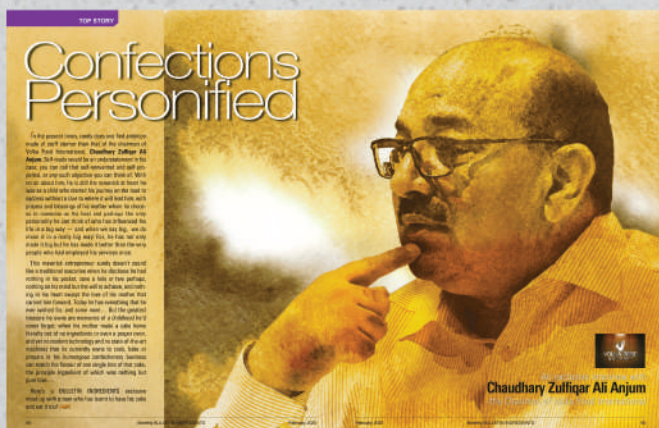
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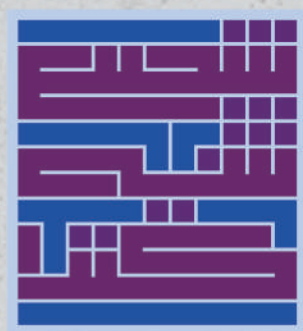
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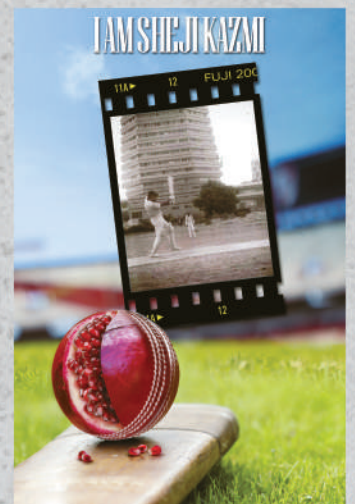
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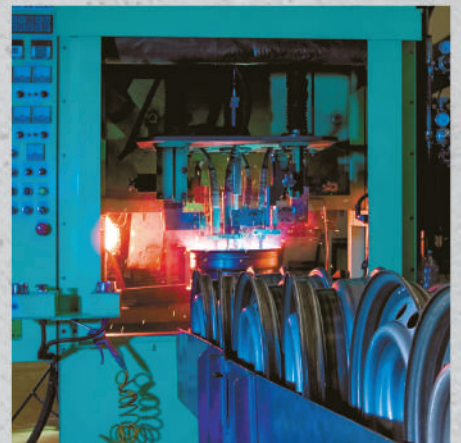
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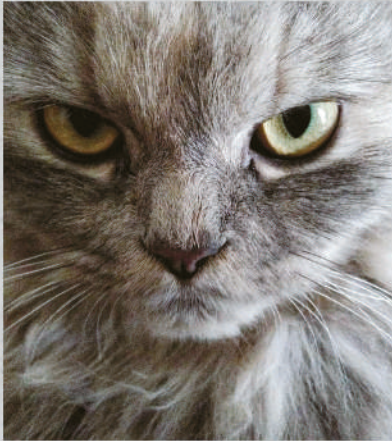
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PHOTOGRAPHY: INDUSTRIAL



PHOTOGRAPHY: MISCELLANEOUS-01



PHOTOGRAPHY: MISCELLANEOUS-02

