

HUSAM AHMED

GRAPHIC DESIGNER | DIGITAL MARKETER

Digital | Print | Web | Marketing | Email Design

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07470 943 742 | Walsall, West Midlands

Experienced and highly skilled graphic designer with a strong portfolio of visually appealing and user-centered interface designs. Proficient in Adobe Suite, UI/UX, CMS platforms, and adept at copywriting for digital assets and marketing materials. Exceptional communicator and team player, known for collaborating effectively with cross-functional teams. Demonstrated expertise in establishing project objectives and creating design assets for web, print, and digital mediums

AREAS OF EXPERTISE

- Graphic Design & Illustration
- Email Marketing & Creation
- Landing Pages & Web Design
- Marketing & Advertising
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects (intermediate)
- Project Management
- CMS For Workflow/Social Media/Web
- Social Media Content Creation
- Wireframing & Prototyping
- Adobe In Design
- Adobe Xd
- Adobe Dimensions
- Application Deployment
- Cross Functional Collaboration
- UI/UX & SEO
- Communication (client & colleagues)
- HTML5, CSS3, WordPress & Magento
- Mailchimp
- Digital Learning (Rise, Articulate 360)

Creative Conceptions LTD / Skins Sexual Health LTD

2021 - 2023 | Nottingham

Senior Graphic Designer & Digital Marketer

Provided hands-on support in designing packaging, brochures, POS materials, and posters. Managed various B2B and B2C projects in compliance with brand guidelines of copy and design for print / digital assets, such as brochures and banners. Decreased company expenditure by completing projects in minimum timescales, whilst managing a team of web developers. Improved overall CTR and email marketing efforts by implementing innovative design techniques, creating visually appealing and high-quality branded designs, and writing compelling copy. Executed 3D rendering into Amazon listings and product mock-ups. Increased content and improved quality by streamlining print material and social media production processes.

- Led UI/UX development for websites and e-commerce platforms, whilst coordinating B2B / B2C print and digital marketing assets.
- Maximised social media engagement by developing effective models using Photoshop and carousels / After Effects for animated posts.
- Increased viewers by 200% through branding and advertising Amazon products by revamping product listing imagery.
- Established 3D renders and 2D photos to rise company's standards for product mock-ups.
- Gained customer satisfaction and increased product purchases through easier steering by improving website UI/UX.

All Stars Walsall CIC - Ad hoc Freelance

2021 - Present | Walsall

Head Of Media & Senior Marketer

Built a user-friendly navigation website by using WordPress. Sold maximum tickets by creating posters and social media ads for hosted summer camps in coordination with local councils. Drove desired results by receiving high praise from other CICs and governing bodies. Designed learning collateral using Adobe Illustrator for vectors, Photoshop for image edits, and InDesign for layout. Attained bids through bid copywriting and enhanced presentations by adding branding to assets while story boarding during planning phase.

- Spearheaded web design and all marketing collateral for print and digital/web utilising the Adobe Suite/WordPress.
- Ensured work from designers was in accordance with company standards.
- Received praise from directors and UK governing bodies for steering and developing branding and logo design, establishing creative brand identity for the business.
- Created the brand identity: logo, colour incorporation, tone of voice, print design and web design.

Aqua Linen Commercial Laundry LTD | 2016 - 2020 | Walsall

Graphic Designer & Marketing Executive

Trained, mentored and managed personnel to enhance skills and job related knowledge. Responsible for using marketing budget to gain leads through Google Ads and designing landing pages, improving SEO ranking and creating printed marketing assets for print and web. Managed website to ensure all information was updated and UI/UX were pain free and design was user centered with optimised assets.

- Improved lead generation by 300% from SEO and marketing via ads and print material.
- Achieved an overall 87/100 score for SEO and optimised website for faster loading, decreasing bounce rates.
- Took charge of branding implementing brand language, theme and design - incorporated into all assets.
- Curated guide books and catalogues of SKU's using InDesign, which increasing sales and improving pitches.
- Passed on knowledge and experience to junior designers increasing overall quality in company marketing material.

Prism Design Studio LTD 2020 - 2021 | Coventry

Midweight Graphic & Web Designer

Oversaw all UI/UX design, branding, and customer consultations for projects, including web design and development. Enhanced income by establishing efficient style guides for web projects using HTML5 and CSS3. Supervised several projects as per client's requirements and brand standards. Delivered first class assistance in creating landing pages, multiple websites and upselling on logos/branding.

- Increased online growth/sales through review and application of marketing strategies, such as the layout of landing sites and marketing materials for social media.
- Earned high-level stakeholder and team satisfaction by using UI/UX design and prototype, Adobe suite (Xd, Photoshop, and Illustrator).
- Achieved high customer satisfaction from creating print assets for businesses earning high commissions and praise.

Al Farouq | 2016 - 2021 | Walsall

Graphic Designer & Lecturer | Learning Developer

Illustrator, Photoshop, and InDesign were used to design unique learning resources for young people with special needs. Managed on time and execution of lesson planning and resources for curriculum developing extra resources for print such as worksheets, booklets and newsletters for parents.

- Enhanced average grades of all students and overall performance by employing visual, auditory, and verbal learning techniques whilst developing lesson plans for four separate curriculums in a timely and organised manner.
- Improved college's teaching level by using infographics, presentations, and printed resources through Adobe InDesign, Illustrator, and Photoshop.
- Achieved higher status within the institute by leading special needs classes with exceptional communication and teaching methodology.

Caligraffiti | 2015 - 2021

Graphic Designer & Web Designer | Artist | Calligrapher | Self Employed

Created bespoke and custom art pieces for clients globally. Utilised Procreate and crafted calligraphy, typography, and branding. Performed live at universities across the UK and sold art worldwide for customers. Conducted workshops and classes at universities as well as local youth clubs and local events. Designed graphics and sales banners for websites as well as the UI.

- Prioritised urgency and quality of projects and managed multiple services / clients daily.
- Expanded business awareness by applying proven methodologies and market research.
- Gained clientele through the use of multi-lingual proficiency internationally, successfully designing in multiple languages utilising the Adobe Suite.

LATEST EDUCATION & CERTIFICATIONS

- WIC HTML5 & CSS3 Specialist - 2020-2021
- B-TEC – I.T (Distinction) | 2011-2013
- Certified Illustrator 2021 Master Class | Martin Perhiniak - 2021-2022
- User Experience - Daniel Walter Scott - 2021
- The Ultimate SEO Training 2023 + SEO For Wordpress Websites - Clickslice LTD - Present

VIEW PORTFOLIO

