

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
- Landing Pages & Web Design
- Marketing & Advertising
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Project Management
- CRM For Workflow/Social Media/Web
- Social Media Content Creation
- Wireframing & Prototyping
- Adobe In Design
- Adobe Xd
- Adobe Dimensions
- Hootsuite
- Videography & Editing
- UI/UX & SEO
- Public Speaking
- WordPress, Magento & Shopify
- Mailchimp
- Signage Design

KPI Recruiting Ltd

2023 - Present | Stoke-on-Trent

Senior Digital Marketer / Graphic Designer / Artwork Designer

Provided hands-on support in designing brochures, banners, presentations for sales pitches, office interior design and signage. Accountable for managing various projects simultaneously while taking into account budget for each project such as social media, google, facebook and email marketing and print material. Improved overall CTR and email marketing efforts by implementing innovative design techniques, creating visually appealing and high-quality branded designs, and writing compelling copy. Created video content for online commercials, social media and website usage.

- Directed artwork from concept to creation increasing brand awareness via signage used at the Crewe Alexandra football stadium & AO plus other major UK brands.
- Directed marketing materials & branding for all new sectors within company from print assets to web & social media, as well as presentations for company pitches acquiring new business.
- Directed, designed & produced video material for company presentations utilised for marketing online.
- Innovated strategies for email campaigns, sales cycle campaigns & online campaigns to increase CTR rates, social media engagement introducing new business and clients.
- Created engagement material for clients as a B2B project strengthening already existing partnerships which increased revenue through the hiring of more candidates.
- Designed and directed artwork for all office spaces, planning and mocking interior design, wallpaper and signage.
- Created video material utilising animation and editing to attract candidates helping recruiters fill roles quicker.

Focus I.T Services

2023 - Present | Walsall (Remote)

Design Manager

Overseeing all projects for web development team & product design teams, ensuring deadlines are met and workflow is fluid. Meeting all project requirements through delegation of tasks ensuring Director targets and commercial targets are being met within time. Responsible for hiring staff and signing off budgets utilised for recruitment into the design team, marketing material and campaigns. Hands-on help through graphic design setting a standard for all graphic design work for sister companies as well as own company assets and marketing material.

- Ensuring all product design and web design projects meet the standard of quality as well as deadlines.
- Managing budgets for resources & equipment as well as campaigns for advertising and marketing.
- Managing a team of 3D designers working on assets for all sister companies and ensuring brand guidelines are followed.
- Liaising with Directors, providing information, expenditure and reports regularly while also informing of decisions made on behalf of company.

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 with major UK brands and international brands. Decreased company expenditure by completing projects in minimum timescales, whilst managing budgets with 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.

- Maximised social media engagement by developing carousels & videos utilising the Adobe Suite.
- Increased viewers by 200% through branding and advertising Amazon products by revamping product listing imagery.
- Established 3D renders and 2D photos to raise company's standards for product mock-ups & web assets.

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.

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.

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.

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.

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

