

# MOHD SALIM

Noida, Uttar Pradesh, India

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## Summary

Creative and technical professional with 1+ year of experience in graphic design, UI/UX, and front-end development. Proficient in the Adobe Creative Suite, Figma, and modern web technologies. Proven ability to deliver high-quality visual content and interactive experiences. Passionate about combining design aesthetics with technical implementation to create engaging digital products.

## Technical Skills

**Design Tools:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, CorelDraw

**Web Development:** React JS, HTML5, CSS3, JavaScript (ES6+), Bootstrap, WordPress

**Specializations:** Graphic Design, UI/UX Design, Video Creation, Motion Graphics, New Media Art, Responsive Design

**Additional Skills:** Cross-functional Collaboration, Agile Workflows, Brand Identity, Visual Storytelling

## Professional Experience

### Graphic Designer

January 2024 – Present

Webrief Infotech Systems

Noida, Uttar Pradesh, India

- Design and develop engaging visual content across multiple platforms, including social media graphics, marketing materials, and web assets, resulting in enhanced brand consistency and user engagement
- Collaborate with cross-functional teams including developers, marketers, and product managers to translate business requirements into compelling visual designs and user interfaces
- Create motion graphics and video content using Adobe Premiere Pro and After Effects for promotional campaigns and product demonstrations
- Implement responsive web designs using React JS, HTML5, CSS3, and Bootstrap, ensuring seamless user experiences across desktop and mobile devices
- Utilize Figma for collaborative UI/UX design workflows, creating wireframes, prototypes, and design systems that streamline development processes
- Maintain and optimize WordPress websites, customizing themes and creating visual assets that align with client brand guidelines

## Projects & Achievements

### Multi-Platform Brand Campaign | Adobe Creative Suite, Figma

2024

- Designed comprehensive brand identity package including logos, style guides, and marketing collateral for multiple clients
- Developed animated social media content that increased engagement metrics by creating visually compelling narratives

### Responsive Web Application UI | React JS, Figma, Bootstrap

2024

- Designed and implemented modern, responsive user interfaces with focus on accessibility and user experience best practices
- Created reusable React components following industry-standard design patterns and component architecture

## Education

### MGM College Sambhal

Sambhal, India

Bachelor of Commerce (B.Com)

Graduated

### GWDA Institute

India

Certificate in New Media Animation

Completed