



Hatef Mohammad Ali

Designer & Content Creator

Muscat, Oman

Contact Info:

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Top Skills:

Adobe Photoshop

Adobe Illustrator

Adobe Premiere Pro

CapCut

Storytelling

Data Visualization

Education:

University of Tehran

Bachelor's degree

Industrial Engineering

2010 - 2014

Summary

Creative Digital Marketing Designer with +12 years of experience combining visual storytelling with performance marketing strategies. Expert in creating high-converting social media assets, vertical video content, and persuasive presentations.

Proficient in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro) and CapCut. Unique background in Front-End Development allows for seamless collaboration with tech teams.

Experience

● Russian House Oman

Social Media Manager

December 2025 - Present (2 Months)

Planned, designed, and created content for social media profiles and online ads

● Wadi Wadi

Front-end Developer / UX Designer

February 2024 - Present (1 Year 11 Months)

Designed and deployed a scalable AI-agent dashboard using Next.js (AppRouter) and TypeScript.

● Khanoumi

Digital Marketing Manager

November 2023 - April 2025 (1 Year 5 Months)

● Karnameh

Digital Marketing Manager

October 2022 - November 2023 (1 Year 2 Months)

● MahanNet

Digital Marketing Manager

May 2022 - October 2022 (5 Months)

● UID

Digital Marketing Manager

February 2021 - February 2022 (1 Year)

● Darmankade

Digital Marketing Manager

February 2020 - February 2021 (1 Year)

● Chelivery.com

Digital Marketing Manager

February 2017 - March 2018 (1 Year 2 Months)

Webiste Portfolio

Wadi Wadi AI Lead Agent:

Developed a production-ready conversational UI handling concurrent user sessions. Implemented server-side streaming for AI responses and containerized the app with Docker for cloud deployment.

Spring Festival 2026:

Designed and deployed a responsive event landing page with optimized performance.

Country Data Demo:

Built a high-performance data visualization and responsive chart using Vite for ultra-fast HMR and build speeds.

Other Projects on GitHub Pages

Skills

● Design

Graphic Design: Adobe Photoshop & Illustrator, Figma, Layout Design, Typography, Brand Identity.

Video Production: Adobe Premiere Pro, CapCut, Shooting & Editing, Storyboarding.

Presentations: PowerPoint, Google Slides, Pitch Decks, Data Visualization.

Marketing & Web: Social Media Content Strategy, Ad Creatives (Meta/Google), Responsive Design.

● AI

AI Agents: Building custom AI agents using Langchain and n8n.

Coding: Software development with Cursor, Claude Code, and Gemini CLI tools.

● Software Development

Tools: Git, Docker, SSH, Linux, RESTful API, Email SMTP and Nginx.

Cloud: Google Cloud, AWS, Cloudflare and Hostinger.

Data Analytics: Google Analytics, Google Search Console, and Clarity.

Languages: TypeScript, JavaScript, SQL

Frameworks: React, Next.js, Express.js, Vite

CMS: WordPress and Ghost.

● Digital Marketing

SEO: On-page, Off-page and technical.

Ads: Google and Meta Ads.