Muhammed Shafeek

GRAPHIC DESIGNER | WEB DESIGNER

LINKEDIN | PORTFOLIO | GITHUB

Creative Graphic and Web Designer offering expertise in delivering engaging digital solutions for notable clients including PC Cartridge and Bath Spa University. Combines design excellence with technical proficiency to create responsive websites, brand identities, and user-centric interfaces. Skilled in WordPress, Shopify, and modern UI/UX principles, complemented by expertise in SEO optimization and social media management.

Work Experience

Graphic & Web Designer | Bath Spa University, Ras Al Khaima
08/2023 - 12/2023

- Designed responsive websites optimized for user engagement and SEO
- Created and managed social media visual content campaigns
- Produced print and digital marketing materials following brand guidelines
- Implemented SEO best practices for improved visibility
- Managed digital asset creation for university events and promotions
- Optimized content for social media engagement

Freelance Designer | Self-employed, Pattambi
01/2022 - Present

- Design and develop custom WordPress and Shopify websites with responsive layouts
- Create comprehensive brand identity packages including logos and style guides
- Design social media graphics and marketing materials for diverse clients
- Implement SEO strategies for improved search rankings
- Manage social media accounts and create engaging content
- Maintain client relationships through consistent communication

Graphic Designer | Eventec Events, Kottakal, Kerala
12/2018 - 12/2019

- Designed event marketing collateral including posters and banners
- Created cohesive branding packages for various events
- Developed print-ready files for large-format printing
- Managed social media presence for events
- Managed multiple design projects with strict deadlines
- Collaborated with clients to achieve desired visual outcomes

Educational Background

Diploma in Web Designing & Web Development
Arena Animation | 2021 - 2023

- Specialized in WordPress, HTML/CSS, JavaScript, and PHP for custom,UI/UX Design Principles ,Interactive Design Elements and CMS-based websites.

Diploma in Graphic Design
Impasto Institute of Graphic Design | 2017 - 2018

- Focused on Adobe Creative Suite, Brand Identity Design, and visual content creation

Contact

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Skills

Design Expertise:

- UI/UX Design
- Responsive Web Design
- Brand Identity Design
- Logo & Visual Design
- Print & Digital Layout
- Typography & Color Theory
- Social Media Graphics
- Photo Editing & Retouching

Technical Stack:

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign,Lightroom
- **Web Technologies:** HTML5, CSS3, JavaScript, PHP, Responsive Design, WordPress, Elementor, Shopify
- **Design Platforms:** Figma, Canva ,Bootstrap 5
- **Digital Marketing:**SEO Optimization, Social Media Management, Content Strategy, Google Analytics , Social Media Advertising , Shopify Store Management

Key Projects
Brand Identity:

- Created complete brand systems for local businesses
- Designed versatile logo packages
- Developed social media design templates
- Established brand guidelines

Languages

- Malayalam
- English
- Arabic(Read &write)

Certification/Short Courses

- Digital marketing -CDA calicut
- HubSpot Content Marketing
- Semrush SEO Fundamentals