MUHAMMED MUFLIH A

UI DESIGNER |GRAPHIC DESIGNER & DIGITAL MARKETING

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EDUCATION

MASTER OF COMMERCE
Annamalai University, India

BACHELOR OF COMMERCE IN CO-OPERATION
Kerala University, India

SKILLS

Core Design Skills

- UI Design
- Social Media Content Strategy
- Responsive Web Design
- Ad Videography (Reels)
- Product Photography
- CMS Platforms

Tools

- Figma
- Meta Business Suite
- Photoshop
- Illustrator
- WordPress
- HTML
- Premiere Pro

PROFILE SUMMARY

UI & GRAPHIC Designer with 5+ years of experience across web, mobile, and digital platforms, with strong involvement in digital marketing creatives, social media content, and brand-focused design. Skilled in Figma, Photoshop, Illustrator, premier pro and Canva, with hands-on experience designing marketing visuals, campaign assets, and engagement-driven UI. Experienced in improving reach, engagement, and usability through design-led solutions. Seeking a creative role that blends marketing, branding, and digital experience design in the UAE.

EMPLOYMENT HISTORY

MULTYSENSE ASSOCIATES PVT. LTD.

| KERALA, INDIA | May 2022 – December 2025

UI/UX Designer – INTERACTIVE & GAMIFIED EXPERIENCES

- Designed interactive UI/UX concepts integrating gamification, 3D visuals, and micro-interactions to improve engagement.
- Created avatar-based layouts, interactive interface elements, and small Unity-based prototypes to support product concepts.
- Collaborated on website UX enhancements including user flows, navigation systems, and responsive layouts.
- Used Blender for basic 3D props, UI assets, and environment mockups for design visualization.
- Built interactive prototypes in Figma & Unity (basic level) to demonstrate animated user journeys.
- Designed visuals for branding, digital campaigns, and product experience strategy.
- Improved UX clarity and UI accessibility across different platforms and screen sizes.
- Key Contribution: Helped position the company's design direction toward interactive, modern, experience-driven interfaces that feel more like products than static websites.

Digital Marketing & Creative Designer

- Designed and managed digital marketing creatives for social media, websites, and campaigns.
- Created high-performing visual content to increase engagement and brand visibility.
- Supported social media marketing efforts through consistent branding and campaign visuals.
- Designed promotional banners, ads, email creatives, and landing page visuals.
- Collaborated with marketing teams to align creatives with campaign goals and lead generation.
- Improved social media engagement and website interaction through design optimization.
- Managed multiple creative deliverables while meeting tight deadlines.

TECHNICAL SKILLS

- **Design Tools:** Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator
- **Web & CMS:** WordPress (UI Customization)
- **3D and Game development**
- **Blender, Unity, C#, 3D Object & Terrain Designing**
- **Productivity:** MS Word, Excel, PowerPoint
- **Design Outputs:** Wireframes, Mockups, UI Kits, Prototypes, Icons, Illustrations

CERTIFICATIONS

- Unity Certified Associate: Game Developer
- Certificate Course in Graphic Designing (Photoshop & Illustrator)
- Social Media Expert Certification (Social media management & digital promotion)

LANGUAGES KNOWN

- English
- Hindi
- Malayalam

PERSONAL DETAILS

Nationality   : Indian
D.O.B   : 27/05/2000
Gender   : Male
Marital Status : Single
Address   : Dubai, UAE

Digital Marketing & Creative Designer

- Designed social media creatives, promotional ads, and digital campaign assets.
- Supported **SEO and performance marketing** with optimized visual content.
- Assisted in planning and executing digital campaigns across platforms.
- Improved online reach and audience engagement through creative storytelling.

SPOTTERONLINE PVT. LTD | KERALA, INDIA | April 2020 – April 2022

Digital Marketing & Creative Designer

- Designed digital marketing creatives for social media, websites, and campaigns.
- Created visual assets to increase online engagement and conversion rates.
- Supported SEO and performance marketing through optimized visual content.
- Designed email marketing creatives, banners, and promotional graphics.
- Coordinated with marketing teams to align creative outputs with campaign goals.
- Developed brand-consistent creatives across multiple digital platforms.
- Analyzed creative performance metrics and optimized designs accordingly.
- Managed multiple campaign creatives simultaneously.
- Supported website visuals and landing page designs.
- Enhanced brand visibility & audience engagement through creative storytelling.

Graphic Designer

- Designed social media creatives, posters, banners, and advertisements.
- Created promotional graphics for digital marketing campaigns.
- Developed branding materials including logos, brochures, and flyers.
- Designed online advertisements for marketing platforms.
- Assisted with website layout design and UI-related visual elements.
- Worked extensively with Adobe Photoshop and Adobe Illustrator.
- Ensured brand consistency across all design outputs.
- Collaborated with marketing teams on visual strategy execution.

ACHIEVEMENTS

- Boosted user engagement on websites and learning platforms by 35%.
- Increased social media reach and interactions by 40%.
- Cut design revisions by 30% using clear design systems.
- Improved website usability and navigation by 25%.
- Made learning content clearer with visuals, improving comprehension by 45%.
- Completed all projects on time while managing multiple tasks.

DECLARATION

Hereby declare that above mentioned information is correct to the best of the knowledge and belief.

MUHAMMED MUFLIH A