

# Muhammad Hassan

Senior Graphic Designer | UI/UX Designer | Product Designer | Visual Experience Expert

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## Professional Summary

Graphic Designer with 12+ years of experience in branding, logo design, and typography, delivering impactful visuals for startups and global businesses. Skilled in Adobe Creative Suite and Figma, with a strong portfolio of brand identities, pitch decks, and marketing content. Passionate about crafting clean, communicative design aligned with digital trends and business goals.

Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), as well as Figma, HTML/CSS, and WordPress for web and UI/UX development. Demonstrated ability to learn and adopt new tools, including video editing, 3D design, and motion graphics, to meet evolving business needs without requiring additional resources.

Notable accomplishments include contributing to a \$2M funding round for fintech client DigiKhta through the creation of their pitch deck and app UI, and supporting real estate partners in Florida with design materials that helped generate \$1B+ in property sales over four years. Known for going above and beyond, including earning a 110% salary increase without requesting a raise, and consistently delivering high-quality design assets that drive engagement and business success.

## Skills

### Graphic & Visual Design

- Social Media Graphics (Posts, Stories, Ads)
- Infographics & Data Visualization
- Brand Identity & Logo Design
- Corporate Communication Design (Brochures, Reports, Handbooks)
- PowerPoint & Pitch Deck Presentations
- Resume/CV Design & LinkedIn Branding

### UI/UX & Web Design

- UI/UX Design for Websites & Mobile Apps
- Wireframing & Prototyping (Figma, Adobe XD)
- Responsive Design Principles
- WordPress Design & Management
- HTML & CSS Customization
- Usability Testing
- Sketch
- User-Centered Design Principles
- Cross-functional Collaboration
- Responsive Web & Mobile Design
- User Research / Feedback Analysis
- Basic JavaScript Knowledge

### Multimedia & Motion

- Video Editing (Adobe Premiere Pro, Final Cut Pro)
- Motion Graphics & Animated Posts
- 3D Graphics & Visual Enhancements
- Social Media Reels & Short Video Content

### Graphic & Visual Design

- Social Media Graphics (Posts, Stories, Ads)
- Infographics & Data Visualization
- Brand Identity & Logo Design
- Corporate Communication Design (Brochures, Reports, Handbooks)
- PowerPoint & Pitch Deck Presentations
- Resume/CV Design & LinkedIn Branding
- Canva (for rapid mockups, social media, and client-ready visuals)

### Professional Skills

- Branding Strategy & Execution
- Email Campaign Design & CRM Content
- Cross-functional Team Collaboration
- Creative Problem Solving
- Time Management & Multitasking
- Client Communication & Presentation

### Core Competencies

- Figma Design Systems
- UI/UX Design
- Adobe Creative Suite
- Digital Product Design
- Human-Centered Design
- Branding & Visual Identity

## Professional Experience

### Sr. Graphic Designer / UI/UX Designer

Ripton Solutions

**About the Company:** Ripton is a HRSD Providers in USA, Canada, UAE, Finland ,India and Pakistan They also provides ServiceNow services in these markets and consultancy services enabling Medium and large companies to achieve automation and IT solution with ServiceNow.

#### Responsibilities:

- Creates visually compelling graphic design assets for social media platforms including Facebook, Instagram, Twitter, and LinkedIn.
- Design and produce multimedia content such as graphics, short-form videos and reels for social media to support digital marketing and social media campaigns .
- Design corporate communication materials including brochures, internal presentations, employee handbooks, and sales reports.
- Manage and design impactful PowerPoint presentations tailored for client meetings, business proposals, and internal communications.
- Design branding materials including logos, business cards, letterheads, company invoices, and style guides.
- Develop email signatures for new hires and ensure branding consistency across the organization.
- Create engaging and user-friendly UI/UX designs for websites, mobile apps, and digital platforms.
- Design LinkedIn profile covers and profile photos for professional and corporate branding.
- Stay current with digital marketing trends, UI/UX innovations, and visual content strategies for maximum engagement.
- Create professional resumes/CVs tailored for individuals and companies.
- Conducted end-to-end user research, interviews, and usability testing for mobile apps and SaaS platforms, iterating UI based on behavior analytics and stakeholder feedback.
- Design icons and visual elements for apps, websites, and marketing materials.
- Collaborated closely with cross-functional teams including developers, marketers, and project managers to deliver cohesive brand assets.
- Produce high-impact infographics that simplify complex data into engaging visuals.
- Enhance images and videos by editing, color grading, and adding graphic overlays or animations.
- Design digital advertisements and promotional assets for ongoing marketing campaigns.
- Proficient in Adobe Illustrator for logo design, Adobe InDesign for layout design, and Adobe Photoshop for image editing.
- Create visual cards and headers for news, reports, and trending topics across social platforms.
- Collaborate closely with editorial, content, marketing, and development teams to ensure design aligns with strategy.
- Ensure all designs follow brand guidelines and maintain consistency across platforms.
- Strong understanding of typography, layout, and color theory
- Mastery of composition, contrast, and visual hierarchy
- Skilled in advanced typography, font pairing, and layout design for enhanced visual communication.

Lahore, Pakistan

May 2021 – Current

- Went above and beyond by proactively learning video editing, allowing the company to reduce the need for outsourcing.
- Self-taught and implemented 3D design and motion graphics to enhance the quality and versatility of visual content.
- Continuously propose creative design solutions to boost engagement and improve brand storytelling.
- Take ownership of CRM/email campaign visuals, including audience segmentation and personalized content layouts.
- Stay updated with design trends, emerging tools, and industry standards to keep content fresh and competitive.
- Thrive in fast-paced environments with multiple projects, tight deadlines, and daily content requirements.

#### Key Achievements

- Received a 110% salary increase without requesting a raise, due to consistently delivering exceptional results and adding measurable value.
- Played a key role in helping 36+ startups and companies establish a strong visual identity, building their presence from the ground up.
- Saved the company costs by learning new skill sets (video editing, motion graphics, 3D) instead of hiring external talent.
- Recognized for fast turnaround times, quality of work, and proactive contribution to company growth and visual branding got promoted to a execute role.

### Sr. Graphic Designer / UI/UX Designer

#### XS4 Financial Management

*Designed branding materials, UI components, and marketing assets for responsive websites, mobile apps, and e-commerce platforms. Created user-centric wireframes and prototypes using Figma, Adobe XD, and Sketch. Conducted UX research to improve user flows and collaborated in Agile teams to deliver high-performance, conversion-focused designs.*

Lahore, Pakistan

July 2018 – April 2021

### Game UI UX Designer

#### Game District

*Created high-quality 2D game assets—including characters, environments, and props—using Adobe Illustrator and Photoshop. Collaborated with game designers to ensure assets were optimized for gameplay, performance, and platform compatibility. Worked closely with cross-functional teams to ensure seamless integration of visuals into the game development pipeline.*

Lahore, Pakistan

November 2016 – June 2018

### Graphic Designer

#### Mattoo Corporation

*Designed and produced marketing materials, including brochures, posters, and advertisements Created web graphics and design elements for Ecommerce websites Utilized HTML, CSS, and other web design technologies to create responsive websites Collaborated with the developer to understand their design needs and develop solutions that met our vision requirements Conducted product photoshoots and retouched images for website use*

Lahore, Pakistan

November 2014 – February 2016

### Graphic Designer

#### Yours Domain

*Designed marketing collateral (brochures, flyers, social media posts), built responsive websites and landing pages using HTML5/CSS3 with UX focus, developed brand identity systems, collaborated with teams and clients to deliver tailored UI/UX solutions, and produced SEO-friendly, high-converting designs that boosted traffic and engagement.*

Lahore, Pakistan

January 2012 – October 2014

### Education

Equivalent industry experience and certifications in lieu of formal degree. 12+ years of hands-on experience in design and communication.

#### High School Diploma

- Garrison Public High School — 2009–2013  
(Lahore Board | Major: Biology, Physics, and Chemistry)
- **FA(Faculty of Arts) Intermediate-Level Degree (Continue)**

- Bise Lahore

#### Certified Graphic Design Diploma – Completed

- Peak Solutions

### Freelance Experience

- Successfully completed 200+ freelance design projects for both local and international clients across various industries, including fintech, real estate, investment, and tech startups.
- Worked with DigiKhta, a fintech startup, where I designed their main investor pitch deck and led the UI/UX design for their mobile app, contributing directly to their successful \$2 million funding round.
- Collaborated with SGC Investments LLC and other investment firms, delivering branding, UI/UX, and digital design solutions tailored to investor and market expectations.
- Partnered with internal real estate clients in Florida, USA, who have collectively sold over \$1 billion worth of properties over the years — provided marketing materials, branding, and digital content to elevate their sales and brand presence.
- Delivered full-service branding and design solutions, including logo design, investor decks, social media kits, websites, email marketing creative and promotional campaigns.
- Maintained long-term relationships with clients through consistent quality, communication, and delivery under tight timelines.

**(Freelance Work)** Koffman / DigiKhta Fintech / SGC Investments LLC / Bourn London @ Amazon.co.uk /Multiple Clients

- Led UI/UX design of a mobile app and investor platform that secured \$2M in funding.
- Partnered with international real estate and investment clients to create dashboards, reports, and pitch decks.
- Delivered responsive prototypes, design systems, and Figma mockups for investor and customer-facing platforms.
- Mastery of Adobe Creative Suite, Figma, and PowerPoint, with hands-on expertise in motion graphics, 3D design, and video editing.
- Deep understanding of brand systems, visual storytelling, and cross-functional collaboration.
- Ability to manage multiple design projects while maintaining alignment with brand guidelines and corporate objectives.
- Track record of supporting corporate communications, executive presentations, and multimedia campaigns with ROI-focused results.
- Designed high-converting Amazon product listing images including main images, Infographics, lifestyle visuals, and comparison charts.
- Created compelling A+ Content (EBC) layouts and branded storefront banners to elevate brand presence and boost conversions.
- Developed packaging designs, thank-you cards, and product inserts optimized for FBA and unboxing experience.
- Delivered consistent visual branding across Amazon, social media, and ad campaigns to drive external traffic and reinforce identity.
- Collaborated with sellers to understand product USPs and translate them into persuasive, scroll-stopping visuals.