



MOHD.TALHA HUSSAIN

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Graphic Designer | Web Designer | Wordpress | Social
Media Manager | Meta Ads.

PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Designer with over 5 years of experience in branding, digital marketing content, and product packaging. Highly skilled in Adobe Creative Suite and AI-powered design tools, including Midjourney and Adobe Firefly. Proven track record of delivering high-impact visual content across social media, e-commerce, exhibitions, and corporate branding platforms to drive user engagement and maintain a consistent brand identity.

CORE SKILLS

- **Design & Technical:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), CorelDRAW, Web Design (WordPress), Product Packaging, Typography, Motion Graphics, UI/UX Design, Print Production, Brand Guidelines, Layout Design, Color Theory, Print Design, Packaging Mockups.
- **AI Tools:** Adobe Firefly, Midjourney, Nano Banana, Gemini, Seedance, Flow, RunwayML, ChatGPT, Figma AI, Canva, Google AI Studio, Recraft, and Kittl.
- **Marketing & Methodologies:** Social Media Management, Meta Ads, E-commerce Optimization, Brand Identity Systems, Cross-functional Collaboration.

WORK EXPERIENCE

ROYAL SUPER LUBRICANTS, Dubai |

2023 – Present

GRAPHIC DESIGNER / SOCIAL MEDIA MANAGER

- Designed and executed visual campaigns for exhibitions, social media platforms, and promotional materials, increasing brand visibility and engagement by 25%.
- Managed and updated the company website via WordPress, optimizing digital content and layouts to enhance overall user experience and digital presence.
- Developed and monitored targeted Meta Ads campaigns, designing high-conversion creative assets and analyzing click-through rates (CTR) to maximize campaign return on investment (ROI).

- Leveraged AI tools (Midjourney, Adobe Firefly) and Adobe Creative Suite to streamline the content creation pipeline for 30+ daily social media deliverables and omni-channel marketing initiatives.

WEARVIO, New Delhi | **GRAPHIC DESIGNER**

2022 – 2023

- Conceptualized and created complete brand and sub-brand identities from initial concept to market rollout.
- Directed and executed apparel and accessory product shoots, performing advanced photo retouching and image optimization for e-commerce platforms to improve online sales conversions.
- Designed scalable visual assets aligning with the primary brand strategy and target demographics.

FREELANCE, New Delhi | **GRAPHIC DESIGNER**

2019 – 2021

- Designed comprehensive marketing visuals and innovative packaging concepts for diverse client accounts.
- Collaborated directly with clients on social media campaigns and tech product promotions, ensuring deliverables met strict deadlines and brand guidelines.
- Assisted in multi-platform content creation, adapting visuals for various digital and print requirements.

EDUCATION

Bachelor's Degree in Designing (BBA + FD)

Jagannath Institute of Management Science | 2016 – 2019



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