

MEHRUNISA

Graphic Designer and Social Media Creative

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SUMMARY

Results-driven Graphic Designer and Social Media Creative with 6+ years of experience designing web assets, e-commerce product pages, digital campaigns and brand identities. Combines a strong Computer Science background with hands-on expertise in interface layout design, user-focused visual communication, and AI-powered design workflows. Adept at collaborating with cross-functional teams to deliver cohesive digital experiences across web and social platforms.

EXPERIENCE

Freelance Digital Designer

Amazon Client

06/2024 - Present | Dubai, UAE

- Designed and optimized product listing pages and Enhanced Brand Content (A+ Content) applying e-commerce UX best practices to improve visibility and increase conversion rates by 25%.
- Developed structured layout designs for product detail pages, ensuring visual hierarchy and brand consistency.
- Created sponsored ad creatives and AI-generated UGC videos, and performed image retouching aligned with brand guidelines and platform standards.
- Collaborated with marketing and sales teams to translate business objectives into effective visual design solutions.

Digital Designer and Social Media Creative

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09/2021 - Present | Dubai, UAE

- Crafted UI layouts for digital campaigns, landing pages, and email marketing templates (Mailchimp) for B2B and FMCG audiences, contributing to 15+ successful digital campaigns annually and improving user engagement.
- Built and managed social media content strategies and editorial calendars using Plann and Preview tools, growing followers by 40% in 6 months across Facebook and Instagram.
- Developed interactive 3D trade show stand designs using SketchUp, applying spatial UX thinking to physical brand experiences.
- Established end-to-end brand identity systems: logos, banners, catalogues, posters, and promotional assets across digital platforms.
- Leveraged AI tools (ChatGPT, Claude, Google Gemini) to streamline creative workflows, develop scripts, and reduce design turnaround time by 30%.

EDUCATION

Bachelor of Science in Computer Sciences

SZABIST University

2016 - 2020 | Dubai, UAE

SKILLS

Design & Creative Tools

Adobe Photoshop	Adobe Illustrator
Adobe InDesign	Figma
SketchUp	CapCut

AI & Emerging Tools

Adobe Firefly	Adobe Generative AI
ChatGPT	Google Gemini
Claude	Higgsfield
Magnific	Image Flow
OpenArt AI	Ideogram

Digital Marketing & CMS

Email Marketing	Mailchimp
Meta Ads	Performance Marketing
Preview	Content Scheduling
Plann	Campaign Strategy
Social Media Management	

UI/UX & Web Design

Interface Layout Design	Landing Page Design
Wireframing Concepts	E-Commerce UX
User-Centered Visual Design	Responsive Design Principles
Amazon A+ Content	

Technical Foundation

BS Computer Sciences	HTML CSS
3D Spatial Design	Performance Analytics

EXPERIENCE

Graphic Design Intern

Brand Platforms

06/2021 - 08/2021 | Dubai, UAE

- Produced web banners, social media graphics, and digital advertising assets using Adobe Creative Suite to support brand visibility.
- Contributed to landing page design in collaboration with marketing teams, aligning visual output with campaign objectives.
- Delivered high-quality digital assets across multiple platforms within fast-paced agency timelines.

Social Media Design Intern

Oigetit Fake News Filter

01/2021 - 06/2021 | California, USA (Remote)

- Generated visual content and managed social media accounts to drive audience engagement and brand awareness.
- Analyzed performance metrics and conducted trend research to refine content strategy and improve cross-platform reach.

DRIVER'S LICENCE

Yes

CERTIFICATIONS

AI Capabilities and Limitations

Anthropic

AI Fluency Framework & Foundations

Anthropic

Claude 101

Anthropic

Generative AI

Google Cloud Skills Boost

Google Ads Display Certification

Google

Google Analytics Certified

Google

Google Digital Garage

Google

LANGUAGES

English

Professional Proficiency



Urdu

Native



German

Intermediate

