MUHAMMAD ARSALAN

LEAD CREATIVE & WEB DEVELOPER

A results-oriented professional with expertise as a Graphic Designer, Creative Head, and Web Developer, combining creative vision with technical proficiency. Skilled in Laravel development, graphic design, digital marketing, and end-to-end project leadership. Proven ability to deliver high-quality web and visual solutions while managing creative workflows from concept to execution. Seeking a Creative Head role to leverage a blend of innovation, leadership, and technical expertise in a dynamic environment.

CONTACT

Karachi, Pakistan

+92-336-3848428
arsalanmemon111@gmail.com
www.producebyai.com

SKILLS

Creative and Management
Creative Direction
Project Management
Team Leadership
UX/UI Design

Software
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe After Effects
Ms Office

Development
HTML, CSS, JavaScript, Vue.js, React
PHP, Laravel, Node.js
MySQL, PostgreSQL

JOB EXPERIENCE

2021 - Present
Assistant Manager Marketing & Web Developer
ACT Group

- Led creation of engaging creative content for marketing campaigns.

- Oversaw digital marketing strategies, driving online engagement and brand awareness.

- Managed web development projects using Laravel for user-friendly websites.

- Developed and maintained web applications with Laravel and Vue.js.

- Implemented security and data protection measures.

- Mentored junior developers in coding best practices.

2020 - 2021
Graphic Designer | Web Developer
Softworld International Pvt Ltd

- Developed visual content for marketing materials, websites, and social media.

- Collaborated with cross-functional teams to ensure brand consistency.

- Created backend logic using Laravel and integrated third-party APIs.

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2019 - 2020
Graphic Designer
HnH Solution - Marketing Agency

Designed themes for marketing collateral and promotional artwork.

Supported production of print and promotional items for key clients.

2017 - 2019
Graphic Designer
KSD Estate Builders and Developers

Designed mock-ups and prototypes to enhance user experience.

Contributed to functional and visually appealing designs.

2021 - Present
Freelancer
Self Employed

Delivered web application design and development services.

Specialized in Laravel development for client projects.

EDUCATION

2017 - 2019
Diploma in Software Engineering
Aptech

CERTIFICATIONS

Laravel Certified Developer
AWS Certified Solutions Architect
Certificate in Graphic Design