MUHAMMAD ARSALAN

HEAD CREATIVE CONTENT & FULL STACK DEVELOPER

CONTACT

📞 +92-336-3848428

✉ arsalanmemon111@gmail.com

📍 Karachi, Pakistan

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

PROFILE

Creative and results-driven Graphic Designer, Creative Head, and Full Stack Developer with extensive experience in creative content creation, digital marketing, and web development. Proficient in Laravel development and graphic design with a proven track record of delivering high-quality visual and web solutions. Demonstrates strong leadership in managing creative projects from concept to completion. Seeking to leverage my expertise and innovative approach in a Creative Head role within a dynamic organization.

EMPLOYMENT HISTORY

ACT Group   2021 - PRESENT
Assistant Manager Marketing & Full Stack Developer

- Lead the creation of engaging and impactful creative content for various marketing campaigns.
- Oversaw digital marketing strategies and execution, driving online engagement and brand awareness.
- Managed web development projects, ensuring user-friendly and visually appealing websites using Laravel.
- Developed and maintained web applications with Laravel and Vue.js.
- Implemented security and data protection measures.
- Mentored junior developers and guided them in coding best practices.

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

- Developed visual content for marketing materials, websites, and social media platforms.
- Collaborated with cross-functional teams to ensure brand consistency and high-quality outputs.
- Created and maintained backend logic using Laravel.
- Integrated third-party APIs.

HnH Solution - Marketing Agency   2019 - 2020
Graphic Designer

- Created new design themes for marketing and collateral materials.
- Worked with the creative team to produce computer-generated artwork for promotional purposes.
- Supported the production of print and promotional items for key clients.

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EMPLOYMENT HISTORY

KSD Estate Builders and Developers   2017 - 2019
Graphic Designer

- Designed mock-ups and prototypes to enhance user experience and site interactions.
- Contributed to the development of visually appealing and functional designs.

Self Employed   2021 - PRESENT
Freelancer

- Worked on numerous web applications, providing high-quality design and development services as a freelancer.
- Specialized in Laravel development for various client projects.

EDUCATION

Diploma in Software Engineering   2017 - 2019
Aptech

CERTIFICATIONS

- **Laravel Certified Developer**
- **AWS Certified Solutions Architect**
- **Certificate in Graphic Design**