



CONTACT

+971 58 8653634

vikingbaloch9@gmail.com

AI Satwa Dubai - UAE

PERSONAL INFORMATION

Name : Hassan Ashfaq
Gender : Male
Nationality : Pakistan
Marital Status : Single
Passport No : RY1844321
Visa Status : Residence Visa
Place of Issue : Sharjah

EDUCATION

- Govt High School Sahiwal
Matric
- Govt Postgraduate College Sahiwal
FAIT
- Design Academy Okara
Graphics Design Diploma (Certificate)
- Ghulam Ali SEO
SEO Specialist & Web (Certificate)

LANGUAGES

English

Hindi

Urdu

HASSAN ASHFAQ

Senior Web & Graphic Designer | SEO Specialist



ABOUT ME

Senior Web & Graphic Designer with 5+ years of UAE experience, specializing in WordPress development, SEO, and creative design. Proven track record of building high-converting websites and delivering design solutions that support business growth.



WORK EXPERIENCE

Senior Web, Graphic Designer, SEO Specialist Waver Interiors, Dubai, UAE | Dec 2025 – Present

Designed creative graphics and marketing materials while managing brand visuals for web and social media platforms.

Developed and managed WordPress websites

Senior Web, Graphic Designer, SEO Specialist, Al Shaheen Graphics, Sharjah, UAE | June 2024 – Dec 2025

Designed and developed the **official website** with a strong focus on user experience and e-commerce functionality.

Implemented SEO strategies, **generating 1-2 daily** inquiries through organic traffic.

Built and managed relationships with **my own clients** while serving as a founding partner.

Contributed to new **printing solutions**, including product design and service delivery improvement

Senior Web & Graphic Designer

Al Rukn Jawdah Graphics, Sharjah, UAE | June 2023 – May 2024

Created website layouts, landing pages, and social media visuals.

Contributed to design consistency and brand elevation.

Designed print materials including brochures, flyers, and packaging to support marketing and sales efforts.

Web & Graphic Designer

Greenbox Digital Marketing India, (Remote) | 2021 – 2022

Worked closely with marketing teams to create innovative and effective creative campaigns.

Ensured design consistency across all platforms, strengthening overall brand identity.

Conceptualized and designed high-quality print materials such as brochures, flyers, and packaging, supporting marketing and sales efforts.

Graphic Designer

Fiverr, Freelancer, (Online Work) | 2020 – 2021

Crafted visually appealing website layouts, landing pages, and social media graphics tailored for user engagement.

Designed professional print collateral including brochures, flyers, and packaging materials with attention to detail and quality.

Portfolio Link: <https://hassancreates.com/>

SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Wordpress
- WooCommerce

PRO SKILLS

- Graphics Designer
- Website Designer
- Seo Expert

AI for Marketing & Design

- ★ Chat Gpt Used for content creation, SEO strategy, ad copywriting, and workflow automation.
- ★ Cluade Ai Used for long-form content writing, research, and refining professional communication.
- ★ Deepseek Used for problem-solving, technical queries, and advanced AI-assisted coding and analysis.
- ★ Google Gemini Used for research, data insights, and integrating AI into marketing strategies.
- ★ Google AI Used for AI-powered tools in ads optimization, analytics, and smart automation.

Job Responsibilities

- Designed creative and engaging visual content including logos, brochures, social media creatives, and complete branding solutions.
- Developed brand guidelines and ensured consistency across all digital platforms.
- Built and managed high-performing websites and e-commerce stores using WordPress, Shopify, and WooCommerce.
- Integrated secure payment gateways, managed product listings, and optimized user experience for higher conversions.
- Planned, executed, and optimized Google Ads campaigns (Search & Display) to generate leads and maximize ROI.
- Performed SEO (on-page & technical) to improve website rankings, traffic, and performance.
- Utilized AI tools for content creation, ad copy generation, design enhancement, and workflow automation.
- Optimized websites for speed, mobile responsiveness, and overall performance.
- Collaborated with Dubai-based companies and freelancers to deliver high-quality digital solutions.
- Managed client communication, project timelines, and end-to-end project delivery.
- Built long-term client relationships by consistently delivering reliable, high-quality, and results-driven services.

Declaration

I hereby declare that all the above information is correct and accurate. I solemnly declare that all the information furnished in this document is free of errors to the best of my knowledge. I hereby declare that all the information contained in this resume is in accordance with facts or truths to my knowledge.

HASSAN ASHFAQ