



# Shaik Mustafa

Graphic | UI/UX | Web Developer

## Profile

With a Master's degree in **Graphic UI/UX Web Design** and a genuine passion for creativity, I bring a wealth of expertise to the table. Proficient in **Adobe Illustrator, Adobe XD, Adobe Photoshop, and Figma**, I've completed over 100 projects, ensuring top-notch quality and client satisfaction. My skills extend beyond design software; I excel in **HTML CSS WordPress, WooCommerce, and server management**. From eye-catching posters to engaging social media posts, my portfolio showcases my creative flair and attention to detail. I blend aesthetics with functionality to deliver designs that captivate and serve their purpose. Swift, self-taught, and an effective communicator, I'm ready to elevate your projects.

## Experience

**CBRE |** 28-Oct-2024 to Till Now

### Senior Sales Support Analyst

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#### Key Responsibilities:

**Brochure Designing** – Create professional, sales-driven brochures aligning with brand guidelines.

**Site & Floor Plan Edits** – Modify layouts accurately for real estate and architectural projects.

**Email Marketing Templates** – Design responsive, high-converting email templates for campaigns.

**Social Media Card Design** – Develop engaging visuals for promotions across digital platforms.

**Sales & Marketing Support** – Collaborate with teams to ensure brand consistency and enhance lead generation.

**ECS COMPUTECH PVT. LTD. |** 20-Feb-2022 to 31-Dec-2023

### UI/UX Design Experience and Expertise

- I have designed user interfaces that are easy to use and accessible for e-commerce and corporate websites and applications. I carried out user research and usability testing to improve designs.
- I used **Adobe XD, Figma**, and Sketch to create wireframes and prototypes. I created visually arresting interactions by utilizing colour theory and visual hierarchy.
- I ensured that accessibility compliance was met while collaborating with developers to produce responsive designs. I was able to effectively manage numerous design projects and make fact-based decisions by using statistics.

### Development and Redesign of Websites:

- oversaw the entire overhaul of the Techecs.com website for ECS, improving user experience with a more contemporary interface and easier navigation.
- Designed and implemented the new product, Optionworks (optionworks.in), with a focus on user-friendliness, unified branding, and smooth navigation.

### Designing for Brands and Marketing:

- created welcome posters and employee ID cards for ECS, adding to the company's polished and unified corporate identity.
- Created social media visuals, recruiting posters, and ECS PowerPoint presentations that improved engagement and successfully communicated the brand message.

**NERDS & GEEKS PVT. LTD. |** 7 Oct 2019 - 25 Jan 2022

### E-Commerce Website Delivery

- Design and develop robust e-commerce websites, ensuring seamless user experience and optimized performance.

### WordPress Website Design

- Create visually appealing and functional WordPress websites tailored to client specifications.

### Dynamic Website Development

- Develop dynamic websites that are interactive and responsive, meeting diverse client needs and requirements.

### Blog and Clarified Website Creation

- Design and implement blogs and informational websites with clear, engaging content and intuitive navigation.

### Server Maintenance and Backups

- Manage and maintain server health, performing daily backups to ensure data security and integrity.

### Creative Design for Websites

- Design eye-catching banners, posters, and other creative elements to enhance website aesthetics and user engagement.

### Wireframes and Template Design

- Develop detailed wireframes and templates using Figma and Adobe XD to streamline the design process and align with client expectations.

### Application and App Screen Design

- Design user-friendly application interfaces and app screens using Adobe XD, focusing on usability and visual appeal.

**APTAS PVT. LTD.** | 12 Oct 2015 - 31 Sep 2019

**WordPress Website Design**

- Create visually appealing and functional websites using WordPress, tailored to meet client specifications.

**Design of Marketing Materials**

- Design posters, brochures, hoardings, and banners to support marketing campaigns and enhance brand visibility.

**Client Collaboration**

- Gather inputs from clients and deliver the best possible design solutions to meet their needs and expectations.

**Web Template Delivery**

- Develop and deliver web templates that are user-friendly and visually engaging.

**Marketing Banners and Templates**

- Design marketing banners and templates to effectively promote products and services online.

**Website Design Using WordPress**

- Develop comprehensive websites using WordPress, ensuring a seamless blend of aesthetics and functionality.

**Prototyping and Wireframing**

- Develop detailed wireframes and interactive prototypes using Figma and Adobe XD to communicate design concepts and gather stakeholder feedback.

**Application and App Screen Design**

- Design intuitive and user-friendly application interfaces and app screens using Adobe XD, with a focus on usability and visual appeal.

**User-Focused Design**

- Create user-centric designs, ensuring accessibility and enhancing user experience through comprehensive usability testing and research.

**RAYAN TECHNOLOGIES** | 21 May 2013 - 29 Aug 2015

**WordPress Website Design**

- Craft visually captivating and functional WordPress websites, ensuring seamless user experience and adherence to client specifications.

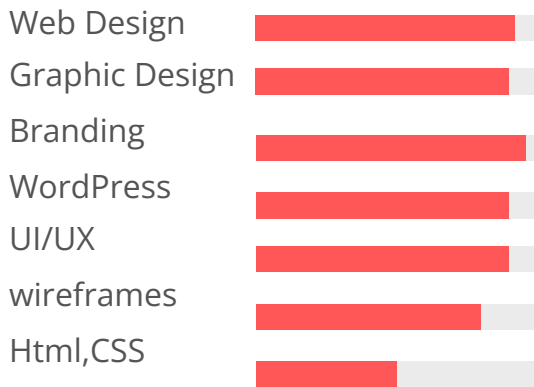
**Graphic Design for Web**

- Create compelling website banners and templates, aligning design elements with brand identity and marketing objectives to enhance user engagement.

**UI/UX Design using Adobe Muse**

- Design user-friendly web templates using Adobe Muse, integrating intuitive navigation and interactive elements to optimize the user experience.

**Skills:**



**Software's:**

- Adobe Photoshop
- Adobe XD
- Adobe illustrator
- Canva
- Figma
- Adobe Express

**Portfolio:**

[www.p.mustafashaik.com/ui](http://www.p.mustafashaik.com/ui)  
[www.mustafashaik.com](http://www.mustafashaik.com)

**Education**

**M.Tech |2015**

SREE KAVITHA ENGINEERING COLLEGE

- M.Tech ( Embedded Systems)

**B.Tech |2012**

ASIFIA COLLEGE OF ENG & TECH

- B. Tech (ECE)

**Intermediate |2008**

SAHITHI JUNIOR COLLEGE

- Intermediate (MPC)

**High School |2006**

MARGADARSHINI HIGH SCHOOL

- High School ( 10 Th Class)

**LANGUAGES**

- English
- Telugu
- Hindi

**Contact**

 [mustafashaik.com](http://mustafashaik.com)

 [mustafasofiya@gmail.com](mailto:mustafasofiya@gmail.com)

 +91 83099 99303

 Hyderabad