

Animation training and six years of freelance brand and content design built the visual foundation. That practice evolved into UI/UX design and CRO — delivering landing pages, SaaS platforms, and lead generation systems for 10+ UAE and GCC clients where visual craft and conversion architecture work together.

An MBA in Marketing & Finance adds the strategic layer — consumer behaviour, funnel design, brand positioning, and market context. Targeting roles where design execution, marketing thinking, and conversion strategy converge.

Work Experience

UI/UX Designer & Graphic Designer

Jun 2024 – Jun 2026

Turquoic IT Consultancy

- Designed conversion-focused landing pages, product interfaces, and digital experiences for 10+ clients across UAE and GCC markets.
- Built brand identity systems and marketing creatives aligned with client acquisition and retention goals.
- Produced wireframes, user flows, and screen designs for web and SaaS products — from brief through to development handoff.
- Collaborated with stakeholders to align UX decisions with business objectives, campaign performance, and CRO outcomes.

Freelance UI/UX & Brand Designer

2018 – 2024

Independent

- Designed social media graphics, reels, posters, and promotional content across 6+ years — developing a fluency in what visual formats drive engagement and action.
- Built brand identity systems and visual language for scaling businesses, translating positioning strategy into design.
- Produced marketing creatives and video content for client campaigns, with increasing focus on conversion and audience growth metrics.
- Designed landing pages and digital assets with lead generation as a primary brief — an early entry point into CRO thinking.
- Managed full client lifecycle independently — discovery, scoping, design iteration, and delivery.

Design Projects

Paperwurk — B2B Compliance SaaS Platform UX Design · Information Architecture

End-to-end UX design for a multi-tenant compliance platform for UAE businesses — user flows, screen design, and information architecture structured across multiple user personas and permission levels.

Alya Auditors — Audit Readiness Platform CRO · Conversion Design

Designed a multi-stage compliance checker and lead capture flow for a UAE audit firm — optimizing the conversion architecture and trust signal placement to reduce drop-off across the conversion funnel.

4BC Global — MEA Research Firm Platform Brand Identity · Web Design

Full brand identity system and digital platform for a specialist MEA market research and advisory firm — visual design, typography, layout architecture, and 30+ case study library.

Insure First — Insurance Advisory Platform Landing Page · CRO · B2B

Multi-route landing platform for a CBUAE-licensed insurance advisory firm — engineering a conversion-focused UX structured to maximize qualified lead capture while balancing strict regulatory contexts for UAE and GCC audiences.

Skills

UI/UX & Conversion Design

User flows, wireframing, screen design, landing page design, CRO, lead generation architecture, information architecture, UX research

Brand & Visual Design

Brand identity systems, social media graphics, digital illustration, video editing, marketing creatives, visual storytelling, motion design

Marketing & Growth

Content strategy, social media management, SEO fundamentals, funnel strategy, campaign management, consumer behaviour, audience engagement

Business & Strategy

Market positioning, brand strategy, stakeholder collaboration, client management, UAE/GCC market context, MBA-level marketing and finance

Education

MBA — Marketing & Finance · Amity University, Noida	2022 – 2024
BBA — Business Administration · Amity University, Noida	2019 – 2022
Diploma in Advanced Animation & Visual Media · Cavalier Animation, Trivandrum	2016 – 2018