ARAFAD A

GRAPHIC DESIGNER

Dubai, UAE | 0552502079 | aarafad26@gmail.com | https://arafada.online/

Graphic Designer with experience in graphic design, poster creation, and visual content development, supported by a background in digital marketing. Skilled in Adobe Photoshop and Adobe Illustrator, with knowledge of layout design, typography, colour coordination, and visual communication. Familiar with creating promotional creatives and supporting social media marketing activities. Focused on developing clear, visually consistent designs aligned with communication objectives and brand requirements.

CORE COMPETENCIES

- Graphic Design
- Adobe Photoshop
- Adobe Illustrator
- Poster Design
- Promotional Creative Design
- Visual Content Creation
- Layout Design and Composition
- Typography
- Colour Coordination
- Visual Communication
- Social Media Design
- Creative Concept Development
- Design Revisions
- Digital Markting Support
- Social Media Marketing

PROFESSIONAL EXPERIENCE

Graphic Designer **Oct 2025 – Sept 2026**

Gift House | Kannur, Kerala

- Created visual design assets for promotional and business communication requirements.
- Used Adobe Photoshop and Adobe Illustrator to create and refine graphic design materials.
- Applied layout, typography, colour coordination, and visual hierarchy principles to improve design clarity.
- Adapted creative layouts to suit design requirements and maintain visual consistency.
- Revised design materials based on project requirements and feedback.

Digital Marketing Executive **Jun 2025 – Aug 2025**

MetaHash Digital Media LLP | Kaloor, Kochi

- Supported digital marketing planning and audience research to understand target audiences and their preferences.
- Assisted with search engine optimisation activities, including keyword research, on-page optimisation, and off-page SEO.
- Supported social media marketing activities and poster design for digital promotional purposes.
- Contributed to digital content activities aligned with campaign and communication objectives.

SOFTWARE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- WordPress
- Microsoft Office
- Visual Studio Code

EDUCATION & TRAINING

- **Advanced Digital Marketing Training**
  MetaHash Digital Media, Kaloor, Kerala | 2024
- **Higher Secondary**
  Government Welfare Higher Secondary School, Cherukunnu | 2023
- **SSLC**
  Government Boys Higher Secondary School, Cherukunnu | 2021

LANGUAGES

Malayalam | English | Tamil