

MUHAMMAD SAAD

Letter of Introduction · Brand & Web Designer

Valencia, Spain • +34 625 022 692 • saadjoyo96@gmail.com • imuhammadsaad.com

Thanks for taking a look. I'm a Brand & Web Designer with 10+ years of experience taking digital projects from first idea to finished product — websites, landing pages, brand identity, and UI/UX, with additional depth in 3D and interactive product design. I'm currently working full-time as an independent freelancer, so whether you're weighing me for a role, a project, or a collaboration, here's a short overview of what I do and how I work.

WHAT I BRING

I work across the full lifecycle of a digital project: understanding the business and audience, structuring information, planning content and user flows, defining the visual direction, and designing responsive interfaces — then, where needed, carrying the work into implementation using WordPress/Divi or Framer.

- UI/UX Design — user flows, information architecture, wireframes, and reusable component systems
- Web Design — full websites and conversion-focused landing pages, from structure through final build
- Brand & Visual Design — identity systems, typography, color, and consistent digital brand applications
- Content & Strategy — messaging, hierarchy, and CTA structure built around the user journey
- 3D & Interactive — 3D asset creation and product visualization, including configurator logic

SELECTED WORK

On Envision Pergola, I went beyond interface design to define the underlying logic of an interactive 3D configurator — planning the customization journey, setting the dependencies between options, and creating the 3D assets used inside the tool. It's a good example of how I think about a digital product as a connected system rather than a set of individual screens.

I've also led complete website projects end to end — including Owl Moving, Edgewater Pool Service, and Elson Williams Gallery — handling structure, content, UX/UI, responsive design, and the final build through to launch.

CLIENT WEBSITES & LANDING PAGES

Beyond design, I build and ship sites directly in WordPress/Divi — front-end implementation through to launch, not just the design layer. These were delivered as part of my work for a digital agency employer, not independent or personally-owned projects. A sample of client websites and landing pages I've delivered:

- All Junk Removal Services — alljunkremovalservices.com
- CruzCorp Roofing — cruzcorprooingfl.com
- Perfection Concrete — perfectionconcreteco.com
- Nelson's Lawn Care — nelsonslawncarefl.com
- Get Fast Action Plumbing — getfastactionplumbing.com
- BH Roofing — bhroofingca.com
- Central FL Commercial Roofing — centralfloridacommercialroofing.com
- Younes Injury Law — younesinjurylaw.com
- TCS Renovations — pro.tcsrenovations.com
- Vertex Medicine — vertexmedicine.com
- SoundBridge Music — soundbridgemusic.org

HOW I WORK

Design should work, not just look good. I treat strong digital design as the point where business needs, user needs, content, functionality, and visual communication meet — a site can look polished and still fail if the journey is unclear or the content is weak, and it can function perfectly and still fall flat without hierarchy and visual confidence. My process moves through understanding the business, structuring the information, developing content, defining UX, setting the visual direction, building responsive UI, and refining before delivery.

LET'S TALK

I'm currently available for freelance projects and open to full-time or contract opportunities in web design, UI/UX, or brand identity. If my experience fits what you're working on, or you'd just like to see more of my work, I'd be glad to hear from you.

Muhammad Saad

saadjoyo96@gmail.com • +34 625 022 692 • imuhammadsaad.com