

MUHAMMAD SAAD

Brand & Web Designer | UI/UX | WordPress & Framer

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PROFESSIONAL SUMMARY

Brand & Web Designer with 10+ years of experience across brand identity, web design, UI/UX, and creative leadership. Currently working full-time as an independent freelancer, designing and building responsive websites and landing pages using WordPress, Divi Builder, and Framer, with additional strengths in visual systems, information architecture, workflow design, and 3D environments.

CORE SKILLS

Brand Identity | Web Design | UI/UX Design | Website Development | WordPress | Divi Builder | Framer | Figma | Responsive Design | Landing Page Design | Visual Systems | Logo Design | Brand Guidelines | Design Systems | Information Architecture | Workflow Design | Service Design | Project Management | Creative Team Leadership

Additional: 3D Environment Design, Digital Twins, Adobe Creative Suite, Blender, Unreal Engine, Substance Painter

PROFESSIONAL EXPERIENCE

Brand & Web Designer — Independent *Dec 2023 – Present*

Valencia, Spain | Self-employed, full-time

- Design brand identities, websites, landing pages, and UI/UX solutions for multiple concurrent freelance clients using Figma, WordPress, Divi Builder, and Framer.

Web Designer — Simply The Best Digital *Mar 2026 – Aug 2026*

Remote | Full-time

- Designed and built client websites and landing pages in WordPress and Divi Builder, balancing visual design, responsive behavior, usability, and brand consistency across every project handed off by the team.
- Diagnosed and resolved layout, performance, and functionality issues across live client sites, keeping page experiences polished and dependable post-launch.
- Applied consistent information hierarchy, spacing, typography, and brand standards across client pages and site updates, supporting smoother revisions and more consistent delivery.

Creative Team Lead — WikiPoint SRL *May 2022 – Nov 2023*

Remote | Freelance

- Led a multidisciplinary team delivering 30+ virtual reality and metaverse projects while maintaining visual quality and brand consistency across digital environments.
- Directed virtual corporate environments and digital twins, translating real-world brand identities into interactive 3D spaces.
- Established streamlined design workflows that improved team efficiency and supported on-time delivery within project scope.

3D Artist & Program Instructor — Microvision Studios *Jan 2020 – Aug 2022*

Full-time

- Created 3D assets and environments for gaming and VR, balancing visual quality with technical performance requirements.
- Taught and mentored 50+ students in environment design and digital art, supporting the development of professional portfolios.

Visual & UI/UX Designer — JQF Designs *Jan 2018 – Jun 2019*

Remote | Freelance

- Created brand identities and marketing materials for clients, helping establish a consistent visual presence across digital and print touchpoints.
- Designed UI components for web and mobile products with emphasis on clear hierarchy, usability, and accessible layouts.

Project Manager & Graphic Designer — Divssoul Apr 2015 - Dec 2018

Hybrid | Full-time

- Managed a design team producing digital and print marketing work for 20+ clients, coordinating projects, deadlines, and deliverables.
- Created branding, social media, print, and promotional design while maintaining quality and consistency across client work.

EDUCATION

3D Animation — Usman Institute of Technology, 2019

Diploma in Graphic & Web Design — Eurika Multimedia, 2016–2017

Software Engineering (Foundation) — Aptech Computer Education

Bachelor of Commerce — University of Sindh, 2012–2014

LANGUAGES

English - Advanced | Spanish - Conversational | Urdu - Native