

HAABEEL BIN ZEKERIYA

Graphic Designer & UI Designer

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📅 19/09/2000

📍 UAE

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PROFILE

Graphic Designer with 5+ years of experience delivering high-quality digital and print marketing visuals across Automotive, Real Estate, Corporate, Education, E-commerce, and Marketing sectors. Strong expertise in branding, visual identity systems, campaign creatives, packaging-style layouts, and print-ready artwork. Skilled in working within brand guidelines, collaborating with marketing and cross-functional teams, and delivering consistent, consumer-focused designs under tight deadlines. Proficient in Adobe Creative Suite, motion graphics, and layout design, with a strong foundation adaptable to FMCG branding and packaging environments.

PROFESSIONAL EXPERIENCE

Visual Designer

01/26 – present

Unispire Business Hub / Dubai, UAE

- Led visual design and content production across Meta advertising, branding, social media, and video — driving creative output for marketing campaigns and digital platforms.
- Supported creative work for UAE free zone clients including Shams, Meydan, Ajman Free Zone, RAKEZ, and SPZ, designing marketing and brand materials.
- Produced and edited marketing reels and short-form video content for social media using Premiere Pro, DaVinci Resolve, and CapCut.
- Handled end-to-end videography — from shooting to post-production — delivering polished promotional and marketing videos.
- Designed social media content across platforms, adapting formats and visuals to suit each channel's creative requirements.

Graphic Designer

06/25 – present

Hachloop / Freelance / UAE

- Delivered digital and print graphic design solutions for Real Estate, Automotive, Marketing, Corporate, E-commerce, and Education sectors.
- Created marketing collateral such as banners, social media posts, email creatives, pitch decks, and promotional advertisements.
- Developed brand identities, logos, typography systems, and visual guidelines to ensure consistent visual communication.
- Produced high-engagement social media creatives for Instagram, LinkedIn, and Facebook, supporting paid and organic marketing campaigns.

UI/UX & Graphic Designer

01/24 – 06/25

Softop Solutions Private Ltd

- Designed branding materials and banners for corporate web apps and parent portals.
- Designed digital assets, including banners, hero sections, and infographics, for educational platforms.
- Supported cross-functional marketing teams with responsive graphics, icons, and layouts.
- Increased user engagement through consistent brand visuals across digital assets.
- Delivered fast-turnaround creatives for promotional campaigns under tight deadlines.
- Designed icons, UI illustrations, and custom visual components for product dashboards.

Graphic Designer

Upwork / Freelance

03/23 – 12/23

- Provided visual assets for email campaigns, Instagram ads, and event banners.
- Managed full-cycle design projects from brief to final export and client delivery.

UI/UX Designer

Zoople Technologies

06/22 – 03/23

- Created 15+ e-commerce landing pages, improving user retentions.
- Designed and optimized 5+ e-commerce interfaces, enhancing the checkout process and increasing conversion rates.
- Developed wireframes, storyboards, and user flows, reducing development rework by 30%.

EDUCATION

UI/UX Designing

Zoople Technologies

2022 – 2023

Bachelor of commerce (CA)

University of calicut

2019 – 2022

Higher secondary

Central Board Of Secondary Education

2017 – 2019

SKILLS

- User Interface (UI) Design
- Wireframing and Prototyping
- Marketing Strategies
- Brand guidelines
- User-centered Design
- Communication and Presentation Skills
- User Experience (UX) Design
- Usability Testing
- Web / Mobile Application Design
- Manage multiple projects
- Analytical and Problem-solving Skills
- Time Management and Organization Skills

TOOLS

- Figma
- Adobe Photoshop
- Adobe Premiere Pro
- Protopie
- Adobe XD
- Adobe illustrator
- Adobe Creative Suite
- Sketch

LANGUAGES

English

Malayalam

INTERESTS

- Content Creation
- Video Editing
- Marketi
- Illustration Arts
- Social Media Designs
- Visual communication
- Videography
- Product Branding Designs
- Logo design

COURSES & CERTIFICATES

Foundations of User Experience (UX) Design by Google

Coursera

Certificateation in UI/UX Designing

Zoople Technologies