

MOBIN SHAIK

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PROFESSIONAL SUMMARY

Seasoned self-motivated professional with over 3 years of experience in eCommerce and our 7 years of experience in Graphic Design for web and Print; I learn quickly, have excellent analytical/project management skills and a keen attention to detail; Efficient at time management and problem resolution while working under deadlines.

WORK HISTORY

eCommerce Specialist & Graphic Designer | Al Arqoob Trading LLC 2019 – 2021

- Managing inventory and demand planning based on sales data analysis.
- Listing the products on Noon, Amazon and other marketplaces
- Responsible for finding new marketplaces for our different products and other similar related tasks to the job.
- Adding new product categories based on data analysis.
- Monitor web analytics and internal data sources.
- Developing, monitoring, writing and updating product content contained on eCommerce websites/portals.
- Possessing a comprehensive understanding of account-specific SEO best practices, pricing policies, media assets, inventory and/or pre-orders.
- Developing subject matter expertise in assigned product categories and taking ownership of daily business administration on assigned accounts.
- Assist in the formulation of strategies to build a lasting digital connection with consumers
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.)
- Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness
- Be actively involved in SEO efforts (keyword, image optimization etc.)
- Prepare online newsletters and promotional emails and organize their distribution through various channels
- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc.)
- Acquire insight in online marketing trends and keep strategies up-to-date
- Maintain partnerships with media agencies and vendors.
- Picking, packing, inbound and outbound operations, distribution and last mile delivery

UI/UX Designer | MMAD APPS INDIA PVT LTD – Bangalore

- Worked on Mobile and Tablet Designs of Android, iOS, Windows Phone and Windows 10 platforms and web application designing. Expertise in product visions by researching, conceiving, wireframing, sketching, prototyping, and mocking up user experiences for digital products.
- Translate concepts into wireframes and mock-up's that lead to intuitive user experiences.
- Responsible for communicating with clients, understand their idea, userbase, use case scenarios and design interactions for various personas considering platform limitations.
- Responsible to work very closely with developers to match the given designs, guide them by providing various assets like images, icons in proper platform based sizes, provide them with low fidelity and high fidelity wireframes for various user personas and user case scenarios. Design app animations using motion interactive looks like Pixate Studio and Adobe After effects.

Graphic Designer | Skill Craft – Hyderabad

- Develop illustrations, logos and other designs using software or by hand

- Use the appropriate colors and layouts for each graphic
- Work with copywriters and creative director to produce final design
- Test graphics across various media
- Amend designs after feedback
- Ensure final graphics and layouts are visually appealing and on-brand
- Study design briefs and determine requirements
- Schedule projects and define budget constraints
- Conceptualize visuals based on requirements
Prepare rough drafts and present ideas

EDUCATION

Sri Venkateswara University – Thirupathi

Bachelor of Science with Management {2009}

Certification's

Web Design/Graphic Design Course from Internet Academy

Ecommerce & Marketing Course: Agency Marketer, Affiliate

SKILLS

- Social Media Marketing
- ROI calculations
- Product development Lifecycle
- Marketing strategy
- Product promotion
- Go-to-Market Plans
- Value Propositions
- Project management
- Basic business development through previous work experience
- Experience in understanding customer needs
- Problem solving skills
- Design Tools
- Online research and analysis
- Basic market segmentation and analysis
- Ability to manage social media accounts and running social media marketing campaigns
- Proficient with Microsoft Word, Excel, PowerPoint and Access
- Remarkable patience and strong motivational skills
- Quick learner and can easily adapt to different situations
- Great work ethic and confidence
- Bilingual: fluent in English and Hindi

Design Tools:

- Adobe Photoshop CC
- Adobe Illustrator CC
- Adobe Indesign CC
- Adobe After Effects CC (Working Knowledge for high fidelity interactive application prototyping and motion animation)
- Adobe Muse CC
- Adobe XD
- Corel Draw 7
- Rapid and Interactive Prototyping Tools:
- Invision (Collaborative Interactive Prototyping Tool)
- Adobe Experience Design CC (Interactive Prototyping Tool)

- MockingBot (Rapid Prototyping and low fidelity tool)
- JustmindPrototyper, Balsamiq (Rapid Prototyping)

UX Skills:

- Immersive Design, Storyboards, Wireframes, User centered design, Interactive Prototyping, Rapid Prototyping, User Research, Information Architecture, Usability Testing, Android Material Design, Windows Universal App design, Use Case Scenarios, User Personas, Design Thinking, Iterative Design, Asset Organization, Design Files Organization.
 - Front End:
 - HTML5(Working Knowledge)
 - CSS3(Working Knowledge)
 - Adobe Dreamweaver CS6(Working Knowledge)
 - Others:
 - Adobe Premiere Pro CC
 - Blender(Working Knowledge)
 - Adobe Flash(Working knowledge)
- MS Office, Logo Design and Icon design, Typography