



# Burhanuddin Muffaddal

Brand Identity Designer | UI UX  
(Available for Hire)

📍 Leicester, UK

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## Links

 [LinkedIn](#)

## About

With over four years of proficiency in graphic design, I am capable of handling various small and large projects. I am an advertising graduate and have worked tirelessly to widen my horizons, making all my designs exceptionally creative and intriguing. Passionate about the aspects of marketing, advertising, designing, and branding, and cognizant of the competitive business landscape, I am positive that I can provide clients a rich experience in areas of brand identity development, print and digital designing, content layouts, & communication designing. I have worked with various startups and organizations to improve their brand identity designs, providing each company with creative, resourceful ideas that have enabled them to excel in the business world.

My key expertise lies in areas of design research and design theories, enabling me to generate novel ideas and to connect a brand with its actual communication. Moreover, I take a keen interest in the latest updates of the industry, improving my skills regularly. I am an honest and enthusiastic worker, always pumped with new ideas to bring to the table. I can assure you of my dedication and zeal, ever ready to give my clients the very best.

### BRANDS WORKED WITH

Artistify Studios

Enriched

Just Sharp Marketing

Meero

The Art Store

Upwork

## Experience



### ● Food Photographer

Meero | Feb 2022 -

Meero is a company based in Paris, France which has a range of global clients. I have been a part of their Just Eat & Deliveroo projects, visiting restaurants and take-away stores in Leicester. My job is to capture culinary photos closely following Just Eats & Deliveroo's separate guidelines.



### ● Freelance Graphic Designer

Upwork | Jan 2020 -



### ● Creative Director

Artistify Studios | Oct 2019 -

I have worked in close coordination with the marketing executive to design and produce artworks and videos for digital channels along with the website and print media.

- Work with the brand team to produce new ideas for company branding, promotional campaigns, and marketing communications.

- Evaluate trends, assess new data, and keep up-to-date with the latest marketing techniques.

- Assist clients in resolving issues by responding to questions in a timely and professional manner.

- Brainstorming meetings and creative sessions.

- Supervise the department's daily workflow, assign project workload, and monitor deadlines and budgets.



### ● Graphic Designer

Just Sharp Marketing | Jan 2019 -

The lead graphic designer worked with multiple brands like corporate, food, travel, construction

Design Work Includes:

- Brand Identity Design
- Stationery Design
- Packaging Design
- Posters
- Typography



● **Graphic Designer**

The Art Store | Jun 2019 -



● **Graphic Designer & Digital Account Manager**

Enriched | Jan 2017 -

Head of graphic design. Handled accounts and digital portfolios of clients mainly from the food & travel industry, including social media campaigns, multimedia, research, and client coordination

## **Education & Training**

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2017 - 2021

● **Iqra University (Official)**

Bachelor of Science - BS, Digital Communication and Media/Multimedia

2014 - 2016

● **St Patricks College**

Intermediate, Business/Commerce

Feb 2021 - Feb 2022

● **De Montfort University**

MA Digital Design, MA Digital Design