

# AFSAL K

**Social Media Manager | Web Designer | AI Prompt Engineer | SEO & UI/UX Specialist**

Dubai, UAE

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Portfolio: [www.afsal.advinfosystems.com](http://www.afsal.advinfosystems.com)

## PROFESSIONAL SUMMARY

Creative and versatile **Social Media Manager, Web Designer, AI Prompt Engineer, SEO Specialist, and UI/UX Designer** with 8+ years of experience in graphic and web design and hands-on experience in SEO, social media marketing, website development, digital content creation, and AI-assisted workflows. Experienced in designing responsive websites, WordPress websites, Magento e-commerce platforms, mobile and software interfaces, social media campaigns, promotional graphics, motion graphics, and digital marketing assets. Strong knowledge of **HTML5, CSS3, Bootstrap 5, WordPress, Figma, Adobe Photoshop, Adobe Illustrator, Canva, Adobe XD, jQuery, and AI tools including ChatGPT**. Experienced in creating engaging digital content and using AI prompting to improve creative production, research, ideation, and problem-solving.

## CORE SKILLS

- Social Media Management
- Social Media Marketing
- Social Media Content Strategy
- Digital Marketing
- Search Engine Optimization (SEO)
- AI Prompt Engineering
- Generative AI & AI-Assisted Content Creation
- Web Design & Development
- WordPress Development
- Magento E-commerce
- Responsive Web Design
- HTML5 & CSS3
- Bootstrap 5
- jQuery
- UI/UX Design
- Mobile Application UI Design
- Software UI Design

- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Canva
- Graphic Design
- Motion Graphics
- Promotional Video Creation
- Brand Identity & Creative Design
- Landing Page Design
- Design-to-HTML Conversion
- Website Content & Visual Optimization
- Team Management

## PROFESSIONAL EXPERIENCE

### VERTU DUBAI

**Social Media Manager | Web Designer | AI Prompt Engineer**

**February 2026 – Present | Dubai, UAE**

- Manage and develop social media content and creative assets to strengthen brand visibility and digital engagement.
- Plan, create, and optimize social media posts, promotional campaigns, visual content, and digital marketing materials.
- Design and maintain responsive websites and web pages with a focus on usability, visual consistency, and performance.
- Create website layouts, landing pages, promotional graphics, banners, and digital assets aligned with brand guidelines.
- Use **AI prompting and generative AI tools** for content ideation, creative development, research, workflow optimization, and problem-solving.
- Develop effective AI prompts for marketing, content creation, design concepts, research, and productivity workflows.
- Collaborate with internal teams to translate business and marketing requirements into digital experiences and creative solutions.
- Apply SEO and digital marketing best practices to improve website content, discoverability, and online presence.
- Support brand campaigns through graphic design, web design, social media creatives, and promotional content.

## PXIER.COM

### Graphic / Web Designer & SEO Specialist

June 2024 – January 2026 | India

- Designed and developed responsive websites using **Bootstrap 5, HTML5, CSS3, and WordPress**.
- Created and customized WordPress themes and website layouts according to project requirements.
- Designed UI/UX interfaces for mobile applications and software platforms.
- Created promotional graphics, social media creatives, motion graphics, and digital marketing materials.
- Supported SEO activities and website optimization to improve online visibility.
- Used AI-assisted tools for research, creative ideation, troubleshooting, content development, and problem-solving.
- Worked with clients and teams to convert business requirements into functional and visually engaging digital solutions.
- Tools: **Adobe Photoshop, Adobe Illustrator, Sublime Text, Dreamweaver, Canva, ChatGPT**.

## HATCHBERRIES TECHNOLOGIES

### Graphic / Web Designer & SEO Specialist

September 2023 – March 2024 | Kochi, Kerala, India

- Designed and developed responsive websites using **Bootstrap 5 and WordPress**.
- Created UI designs for mobile applications and software products.
- Designed brochures, logos, social media posts, promotional materials, and motion graphics.
- Created digital marketing creatives for social media and online campaigns.
- Supported SEO and website content optimization.
- Worked with design and development teams to deliver client projects on schedule.
- Tools: **Adobe Photoshop, Adobe Illustrator, Sublime Text, Dreamweaver, Canva**.

## ANSAR GALLERY

### Graphic & Web Designer

December 2021 – July 2023 | Doha, Qatar

- Designed and maintained e-commerce website interfaces using the **Magento** framework.
- Created WordPress websites and responsive web pages.
- Designed UI/UX interfaces for mobile applications and software systems.
- Created promotional videos, brochures, logos, banners, and marketing materials.
- Developed creative assets supporting retail and e-commerce marketing activities.

- Worked with cross-functional teams to deliver website and creative design requirements.
- Tools: **Adobe Photoshop, Adobe Illustrator, Sublime Text, Dreamweaver, Canva.**

## PURPOSE CODES

### Graphic & Web Designer

March 2021 – December 2021 | Kozhikode, Kerala, India

- Designed websites and web application interfaces using **HTML, CSS, and Bootstrap.**
- Created UI designs for mobile applications and web applications.
- Designed logos, brochures, social media creatives, and other marketing materials.
- Converted design concepts into responsive web layouts.
- Collaborated with development teams to improve visual consistency and user experience.
- Tools: **Adobe Photoshop, Adobe Illustrator, Sublime Text, Dreamweaver, Canva.**

## VOLVIAR TECHNOLOGIES

### Creative Design Head

August 2018 – February 2021 | Kochi, Kerala, India

- Led creative design activities for websites, software products, and digital marketing materials.
- Designed websites using **Bootstrap** and customized WordPress themes.
- Created UI/UX designs for mobile applications and software products.
- Developed promotional motion graphics, brochures, logos, and brand assets.
- Coordinated creative requirements and maintained consistency across digital and marketing materials.
- Supported front-end design implementation using HTML and CSS.
- Tools: **Adobe Photoshop, Adobe Illustrator, Sublime Text, Dreamweaver, Canva.**

## TEAM KATALYST

### Creative Design Head

March 2017 – June 2018 | Kozhikode, Kerala, India

- Designed websites and software interfaces using **Bootstrap, HTML, and CSS.**
- Created UI designs for mobile applications and software platforms.
- Designed promotional motion graphics, brochures, logos, and event materials.
- Developed responsive web layouts and supported design-to-HTML conversion.
- Created creative assets for events, digital campaigns, and online platforms.
- Collaborated with development teams to implement design concepts.

## TECHNICAL SKILLS

**Web Development:** HTML5, CSS3, Bootstrap 5, jQuery, WordPress, Magento

**UI/UX:** Figma, Adobe XD, Mobile UI Design, Web UI Design, Design-to-HTML Conversion

**Graphic Design:** Adobe Photoshop, Adobe Illustrator, Canva

**Digital Marketing:** SEO, Social Media Marketing, Social Media Content Creation

**AI:** ChatGPT, AI Prompt Engineering, Generative AI, AI-Assisted Content Creation

**Other:** Responsive Web Design, Motion Graphics, Promotional Video Creation, Branding

## EDUCATION

**Diploma in Graphic / Web Designing**

GTEC Calicut | 2014 – 2015

**Higher Secondary School – 12th Grade**

RCC, Ramanattukara | 2011 – 2012

## LANGUAGES

English | Hindi | Malayalam | Tamil

## PORTFOLIO

[www.afsal.nexsty.com](http://www.afsal.nexsty.com)