

HUZAIFA ALAHMAD

Creative Marketing | Visual Design, Video Production & AI Workflows

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[Portfolio](#) | [LinkedIn](#) | [Behance](#) | [GitHub](#)

PROFESSIONAL PROFILE

Information Engineering graduate combining graphic design, visual identity, social media management and video production with integrated AI workflows. Works from research and monthly content planning through design, product photography, filming, generation, editing and daily publishing. At Green Signal, manages a team with formal responsibility for performance evaluation, produces campaign content and contributes to audience and budget decisions. Also works in remote freelance design and develops personal websites and software projects with AI assistance.

CORE PRACTICE

Brand identity and campaign design | Social media planning and publishing | Product photography and filming | Short-form video | Catalogues and print production | Website visuals | AI content systems | AI-assisted web development

PROFESSIONAL EXPERIENCE

Green Signal | Creative Marketing Specialist

Full-time, on-site · UAE | 22 June 2026 - Present

- Plan and execute monthly content calendars with a planned cadence of approximately 15 short-form videos and 15 carousels, alongside promotional campaigns.
- Manage daily publishing across Meta, TikTok and Snapchat, adapting assets and formats to each channel.
- Develop visual concepts and produce campaign graphics, product photography, catalogues and website visuals.
- Film and edit original footage; direct AI-generated scenes and combine them with editing for finished marketing videos.
- Build an integrated production workflow using ChatGPT, Gemini, Google Flow, NotebookLM and other generation tools alongside Adobe and video software.
- Create advertising campaigns and contribute to audience selection and budget discussions.
- Coordinate branding quotations, external suppliers and model sourcing for planned shoots.
- Manage a team with formal responsibility for employee performance evaluation.

Great Maters | Freelance Graphic Designer

Remote · Germany | July 2025 - Present

- Design strategic social media content aligned with brand positioning and marketing objectives.
- Develop advertising creatives for conversion-focused campaigns.
- Maintain a consistent visual identity across digital channels and campaign assets.
- Collaborate remotely with marketing teams to deliver campaign-ready materials within agreed timelines.
- Adapt layouts for Instagram, YouTube and digital promotional channels.
- Use AI-assisted design workflows to support creative iteration and production.

PROFESSIONAL EXPERIENCE / CONTINUED

Illustrate Marketing | Graphic Designer

Dubai · On-site | June 2024 - January 2025

- Designed social media campaign content for clients across multiple UAE industries.
- Produced digital advertising creatives, branding assets and print-ready materials.
- Developed structured layouts using typography, colour palettes and visual hierarchy.
- Prepared client-ready campaign presentations to agency standards and delivery timelines.
- Adapted creative assets to the specifications of different social and advertising platforms.

Encyclopedia - Engineering & Business Management Consultancy | Graphic Designer & Social Media Manager

Freelance · Remote · Norway | October 2023 - August 2024

- Developed YouTube channel branding, including thumbnails, banners and visual content systems.
- Created advertising assets supporting audience-growth and content-visibility strategies.
- Maintained visual consistency across channel branding and multimedia publishing.
- Prepared layouts for motion graphics adaptation and video branding.
- Applied platform-specific visual storytelling and content positioning.

RisingStation | Freelance Graphic Designer

Remote · Saudi Arabia | January 2023 - October 2023

- Produced social media designs aligned with brand communication and campaign goals.
- Developed visual identity components for digital marketing campaigns.
- Created promotional materials for online advertising and brand-awareness activity.
- Prepared print-ready marketing collateral and structured layouts.
- Delivered creative work against organised production timelines.

TOOLS & TECHNICAL FOUNDATION

Design: Adobe Photoshop, Illustrator and InDesign; identity, typography, layout and print preparation.

Video: CapCut (primary), DaVinci Resolve and Adobe Premiere Pro; original filming and AI-assisted production.

AI production and research: ChatGPT, Gemini, Google Flow, NotebookLM and Seedance; visual iteration and integrated research-to-production workflows.

Digital projects: HTML, CSS, JavaScript, React and TypeScript; project-based, AI-assisted implementation with Node.js, Python, APIs and SQL; portfolio content management with Cloudflare Workers and D1.

Developing skills: ArtCraft creative applications.

EDUCATION

Information Engineering | University of Aleppo, Syria | September 2019 - November 2024

PERSONAL DIGITAL & UNIVERSITY TEAM PROJECTS

Personal Portfolio CMS | Live website

Published bilingual portfolio with an owner content editor, GitHub sign-in, saved content and version history on Cloudflare.

<https://github.com/huzaifaalahmad/huzaifa-portfolio-cms>

Rare Oud | Personal web project

Personal storefront and backend project focused on products, orders and administration.

<https://github.com/huzaifaalahmad/rare-oud>

APEX Cognition Platform | In development

Developing an AI-assisted personal platform for market analysis and simulated trading, with Python services and a TypeScript/React terminal.

Social Vision | Venture & website in development

Building a venture for branding, marketing and AI services, including its visual identity, website and presentation materials.

XO 3D Arena | Personal browser game

A 3D tic-tac-toe game with two-player mode, three computer difficulty levels and Arabic / English support. Play the improved version.

<https://github.com/huzaifaalahmad/xo-3d-arena>

Engineering Encyclopedia | University team project

University team project focused on engineering learning, courses, lessons and educational materials. Contributed alongside teammates.

<https://github.com/RamiElawi/Engineering-Encyclopedia>

Modern Electronic School | University team project

University team project for electronic-school management, including classes, lessons, attendance, grades and schedules.

<https://github.com/RamiElawi/school>

TRAINING & CONTINUOUS LEARNING

One Million Prompters - certificate of completion

Adobe Package (Photoshop, Illustrator)

Web Design - attendance certificate, 60 hours

Claude with Amazon Bedrock

Claude with Google Vertex AI

Teaching the AI Fluency Framework

AI Fluency for nonprofits

Introduction to agent skills

Introduction to subagents

AI Fluency: AI Capabilities & Limitations

Model Context Protocol: Advanced Topics

AI Fluency for students

AI Fluency for educators

Introduction to Model Context Protocol

Claude with the Anthropic API

AI Fluency: Framework & Foundations

Claude Code in Action

Introduction to Claude Cowork

Claude Code 101

Claude 101

Generative AI Content Creation

Design Fundamentals

Small Business Management

RECOGNITION

Certificate of Appreciation - German Board for Training and Consulting