



# MUHAMMAD KASHIF

AI-POWERED BRAND DESIGNER  
AMAZON CREATIVE SPECIALIST

## CONTACT

info@muhammadrashif.net

+60 179152084

muhammadrashif.net

Kuching, Sarawak  
Malaysia

→ MY DIGITAL NOMAD

## CORE SKILLS

AI Concept Art	91%
Brand Identity	80%
High-End Retouching	79%
Competitor Analysis	59%
Infographic Design	58%
A+ Content Strategy	51%

## TOOLS & SOFTWARE

Photoshop Illustrator  
Midjourney DALL-E  
Stable Diffusion Figma  
Lightroom After Effects  
ChatGPT ComfyUI

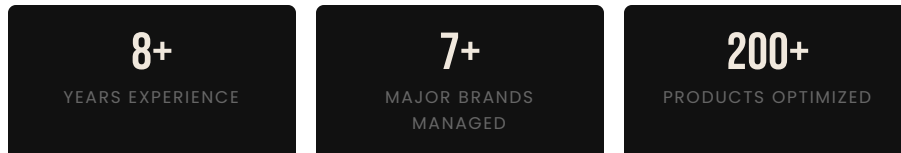
## LANGUAGES

English ●●●●●  
Urdu ●●●●●  
Punjabi ●●●●●

## PROFESSIONAL SUMMARY

Strategic Brand Developer for Amazon Sellers with **8+ years of experience** turning private-label products into premium, market-leading brands. I combine traditional design mastery with cutting-edge generative AI to produce **8K-resolution visuals**, high-converting Main Images, immersive A+ Content, and complete brand identities. My work has driven measurable CTR and sales improvements for U.S.-based brands across leather goods, shoe care, skin-care, and apparel verticals.

## KEY ACHIEVEMENTS



## WORK EXPERIENCE

2018 – Present  
**Designer Trends Inc.**  
CREATIVE DESIGNER SPECIALIST

Directed the comprehensive visual brand strategy for a portfolio of 7+ major leather and shoe care brands including **Angelus, Tarrago, Eagle Shoe Care, Leather Hero, Lincoln, Silver** and **Fiamme**. Executed a complete digital overhaul: crafted high-converting Amazon A+ Content, engineered optimized Main Images for maximum CTR, created 8K-resolution infographics and lifestyle imagery, and developed dedicated e-commerce websites from the ground up.

A+ Content Main Image Strategy 8K Retouching Brand Identity  
E-commerce

2016 – 2018  
**Freelance Designer**  
AMAZON BRAND & GRAPHIC DESIGNER

Delivered end-to-end Amazon listing design for 50+ private-label clients on Upwork and Fiverr. Services included product photo retouching, infographic creation, logo design, and packaging artwork across health, beauty, and home goods categories.

Upwork Fiverr Product Photography Packaging Design

## SERVICES OFFERED

### High-End Retouching

Transform raw product photos into polished, commercial-grade 8K assets using Photoshop & AI.

### Main Image Strategy (CTR)

Scroll-stopping Hero Shots using psychological triggers to maximize Amazon CTR.

### Premium A+ Content

Immersive Enhanced Brand Content that converts browsers into buyers at scale.

### Competitor Visual Analysis

Audit top 10 competitors to identify visual weaknesses and dominate market share.

### Brand Identity & Packaging

Vector-based packaging, box art, and logos that position brands as global premium.

### Generative AI Design

Advanced AI to produce unlimited lifestyle concepts at a fraction of studio costs.