



MUHAMMAD KASHIF

AI-POWERED AMAZON BRAND DESIGNER • CREATIVE SPECIALIST

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➔ MALAYSIAN APPROVED DIGITAL NOMAD

CAREER OBJECTIVE

Results-driven Amazon Brand Designer with **8+ years of experience** helping U.S. private-label sellers dominate their categories through premium visual storytelling and data-led design strategy. I combine deep e-commerce expertise with advanced generative AI tools to deliver **8K-resolution assets**, scroll-stopping Main Images, and high-converting A+ Content — transforming everyday products into trusted, market-leading brands.

WORK EXPERIENCE

Designer Trends Inc. — U.S. Brand Portfolio

2018 – Present

CREATIVE DESIGNER SPECIALIST | BRAND STRATEGIST

- Directed full visual strategy for **7+ leather & shoe care brands** incl. Angelus, Tarrago, Eagle Shoe Care, Leather Hero, Lincoln, Silver & Fiamme across Amazon US.
- Engineered **Main Image overhauls** using psychological CTR triggers, achieving measurable uplift in click-through rates across 200+ product SKUs.
- Designed immersive **A+ Content & Enhanced Brand Content (EBC)** that reduced customer objections and increased average order values.
- Produced **8K lifestyle composites** using AI-powered retouching, eliminating expensive studio shoots while exceeding professional quality benchmarks.
- Built **complete e-commerce websites** for heritage brands, maintaining premium positioning in competitive U.S. marketplaces.

Freelance — Upwork & Fiverr

2016 – 2018

AMAZON BRAND & GRAPHIC DESIGNER

- Delivered end-to-end Amazon listing design for **50+ private-label clients** across health, beauty, home goods & lifestyle categories.
- Maintained **Top-Rated** status on Upwork with consistent 5-star reviews for speed, quality, and strategic communication.
- Specialised in product photo retouching, infographic systems, logo design & packaging artwork for brand launches.

CORE SERVICES

Main Image Strategy

Hero Shots engineered to maximise CTR with psychological scroll-stop triggers.

Premium A+ Content

Immersive EBC that handles objections visually and lifts average order value.

8K AI Retouching

Studio-quality lifestyle composites at a fraction of traditional shoot costs.

Brand Identity

Logos, packaging & brand systems that make private labels feel globally premium.

Competitor Analysis

Visual audits of top 10 rivals to engineer listings that outperform theirs.

Generative AI Design

Unlimited lifestyle concepts via Midjourney, DALL-E, Stable Diffusion & ComfyUI.

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	Figma
Lightroom	After Effects	
Midjourney	DALL-E	
Stable Diffusion	ComfyUI	
ChatGPT	Claude AI	

KEY NUMBERS

8+

YEARS EXPERIENCE

7+

MAJOR BRANDS MANAGED

200+

PRODUCTS OPTIMISED

50+

FREELANCE CLIENTS

LANGUAGES

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