Farhan Ahmed

Lead Product Designer • Full-Stack Web Developer • Creative Brand Strategist

Branding & Packaging • UI/UX Design • WordPress & Shopify
Development • Performance Marketing & SEO

Available for Projects & Full-Time Roles (India | Dubai | GCC | Germany | Remote)

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Professional Experience:

Creative Director & Brand Strategist

DivSoma™ (Hyderabad) · Full-Time   Apr 2024 – Present

Leading the complete brand, design, and digital strategy for a modern wellness, therapy, and healing ecosystem.

Key Responsibilities

- Designed DivSoma's entire brand identity, including visual language, typography, color psychology, and digital presence.
- Built advanced UI/UX systems, content architecture & full website structure.
- Designed product labels, packaging, and content hierarchy that align with wellness + therapeutic positioning.
- Directed creative direction + brand storytelling + digital communication across all mediums.
- Collaborated with R&D, product, and marketing teams to ensure brand consistency.

Impact

- Elevated DivSoma into a premium, science-backed, wellness brand.
- Established a digital identity that improves trust, retention, and brand recognition.

Lead Developer & Creative Strategist

Cannazo India (Mumbai) · Full-Time   Nov 2024 – Sep 2025

Overseeing complete web development, branding, creative direction, UX optimization, and digital growth for a fast-growing D2C wellness company.

Key Responsibilities

- Developed and maintained high-performance WordPress e-commerce ecosystem.
- Designed 20+ premium labels, packaging systems, bottle designs & product visual identity.
- Created high-conversion landing pages for campaigns and PPC.
- Directed brand storytelling, identity refinement, and creative frameworks.
- Executed SEO optimization, CRO, UX flows, and growth-focused redesigns.
- Designed digital marketing creatives, ads, infographics, and video visuals.

Impact

- Revenue scaled from ₹3L → ₹12L per month through performance design & UX optimization.
- Played a key role in Cannazo India's feature on Shark Tank India (Season 3).
- Built a consistent 360° identity across web, packaging, and digital media.

Lead UI/UX Designer & Product Developer

Zentek Infosoft (Jaipur) · Full-Time   Nov 2022 – Oct 2024

Overseeing complete web development, branding, creative direction, UX optimization, and digital growth for a fast-growing D2C wellness company.

Key Responsibilities

- Designed two SaaS platforms end-to-end with UI/UX, flows, prototypes, and design systems.
- Conducted stakeholder research, user mapping & interaction design.
- Mentored designers and established a streamlined design → development workflow.
- Designed internal dashboards, HR systems, analytics, and productivity tools.

Impact

- Both SaaS platforms (eHRM + Voter Intelligence) are currently launching phase-wise, built entirely on my UX/UI architecture and design system.

WordPress Developer & Creative Designer

Mahaveer Group (Ajmer) · Full-Time   Mar 2021 – Oct 2022

Key Responsibilities

- Built the company's digital presence from the ground up.
- Website, branding, brochures, packaging, banners & social media creatives.
- Helped scale brand visibility through creative direction + technical execution.

Lead Tech & Digital Marketing Strategist

Shop2Web Builders (Jaipur) · Full-Time   Aug 2018 – Mar 2021

Key Responsibilities

- Delivered high-performance WordPress & Shopify websites for retail & e-commerce.
- Designed brand identities, campaigns & digital ads for diverse clients.
- Managed small teams across UI/UX, dev, content & marketing.
- Performance ads, landing pages & funnels for lead generation.

Profile Summary

A multidisciplinary Creative Technologist & Digital Product Designer with 8+ years of experience in UI/UX design, full-stack WordPress & Shopify development, branding, packaging, SEO, and performance-driven digital strategy. I build high-performance ecosystems for D2C brands, SaaS platforms, wellness companies, agencies, and enterprises—delivering solutions that are visually exceptional, technically strong, and optimized for conversion and long-term growth.

I specialize in crafting modern identities, scalable design systems, user-centered interfaces, and development workflows that combine design, technology, and marketing into one unified approach. With 150+ websites delivered, 10,000+ creatives designed, and multiple Shark Tank India–featured collaborations, I bring a rare hybrid skillset that blends creative execution, technical development, and business-focused thinking ideal for international roles across UAE, Germany, Europe, and remote global teams.

Career Highlights

- Scaled Cannazo India from ₹3L → ₹12L/month using UX optimization, performance design, landing pages, and retention funnels.
- Designed full branding + packaging system for UrbanWipe, featured on Shark Tank India (Funded ₹2 Cr).
- Delivered 150+ high-performance websites across D2C, SaaS, FMCG, IT, Real Estate, Wellness, and Retail.
- Created 20+ premium product label systems and packaging structures for global D2C brands.
- Directed UI/UX for two complete SaaS platforms (eHRM & Voter Intelligence) at Zentek Infosoft.
- Designed 10,000+ brand assets, including packaging, A+ listings, ads, and high-conversion creatives.
- Specialised in WordPress/Shopify builds with SEO + CRO + Speed Optimization for international markets.
- Built end-to-end digital ecosystems bridging design, technology & marketing for measurable growth.

Education

MCA – Master of Computer Applications

Amity University, Jaipur | 2018–2021

BCA – Bachelor of Computer Applications

Maharshi Dayanand Saraswati University Ajmer | 2015–2018

Skills

UI/UX Design · Wireframing & Prototyping · Mobile App UI/UX · Figma Expertise · Product Design · Branding · Label & Packaging · WordPress Development · Shopify Development · Custom Theme Development · Custom Plugin Development · HTML/CSS/JS · React · SEO · PPC · Creative Direction · Product Strategy · Digital Marketing · Funnel Optimization · Design Systems · MVP Planning & Execution · Team Leadership · A/B Testing & Validation · Brand Growth Strategy · UX Research & Analysis · API Integrations & REST API

Languages

English
Professional Working Proficiency (Fluent)

German
A1 Beginner (Learning)

Arabic
Limited Working Proficiency (Beginner–Intermediate)

Hindi
Native Language

Trainings & Certificates

UI/UX & Design
- Google – UX Design Professional Certificate
- Adobe – Graphic Design Essentials
- CalArts – UX Design Fundamentals

Development & Engineering
- HKUST – Full Stack Web & Mobile Development
- University of Michigan – Python for Everybody
- IBM – Python for DS & AI
- IBM – Data Analysis, Visualization & ML

Data & Machine Learning
- IBM – Data Science Professional Certificate
- Cognitive Class – SQL & Relational Databases
- Stanford Online – Machine Learning

Tool Stack

Design & Prototyping Tools
Figma • Adobe Photoshop • Adobe Illustrator • Adobe XD • CorelDRAW • Balsamiq • FigJam • Protopie

Web Development & Engineering
HTML5, CSS3, JavaScript, React.js, Bootstrap, HTML5 • CSS3 • JavaScript • React.js • Tailwind • Bootstrap • WordPress (PHP) • Shopify (Liquid)
MySQL • MongoDB • Firebase • REST API • Git/GitHub • Cloudflare • cPanel • AWS (Basics)

WordPress Ecosystem
Elementor • ACF • WooCommerce • RankMath • Yoast • Custom Post Types • Custom Themes & Plugins

Shopify Ecosystem
Dawn Theme • ThemeKit • Custom Sections • Shopify Apps (Reviews, Upsells, Subscriptions)

SEO, Marketing & Analytics
Google Analytics • Google Search Console • Google Tag Manager
Semrush (Basics) • Google Keyword Planner • Meta Ads Manager • Facebook Business Suite • Heatmaps (Hotjar)

Professional Projects:

Emploin – Multi-Layer HRM Platform

Description
- Designed entire HRM ecosystem from scratch — employer panels, job seeker modules, workflow automation, and job mapping engine.
- Created structured user journeys, dashboards, and scalable design systems.
- Delivered high-fidelity prototypes improving clarity, speed, and team collaboration.

Tech: React, Figma

VoterMood – Political Analytics & Citizen Platform

Description
- Designed engagement flows (polls, surveys, feedback system).
- Built clean UI layouts for data visualization & political insights.
- Improved accessibility, trust, and user clarity.

Tech: React, Figma

Loan Kitab – Loan Management Platform

Description
- Designed EMI management dashboards, borrower profiles, and loan workflows.
- Ensured clarity, regulatory structure, and clean navigation.

Tech: React, Figma

Top Impact Projects

Cannazo India
WordPress Ecosystem+ Label + 20+ Packaging Products (Shark Tank India S3)

UrbanWipe
Website + Branding + Packaging (Shark Tank India Featured)

DivSoma Wellness
Branding + Packaging + SEO + WordPress Ecosystem

Zentek Infosoft
UX UI + WordPress Ecosystem + SEO

Projects

D2C & E-Commerce Platforms

Aarogya CBD (WordPress)
Sava Herbals (WordPress)
Nitzana Bakery (WordPress)
Gustavo CBD (WordPress)
CrystCop (WordPress)
Skincare & Beauty E-Commerce (Shopify)
Superfood & Nutrition E-Commerce (Shopify)
Wellness & Self-Care E-Commerce (Shopify)
Jeypore Art and Craft (WordPress)
Luxury Perfume E-Commerce Website (Shopify)
Sephora (WordPress)
Tandoori Restaurant Delhi (WordPress)
Aroma Magic (Shopify)
Perfume Online Store (Shopify)
Live Innermost (Shopify)
Flex Watches (Shopify)
Premium Hair Oil E-Commerce (Shopify)
Apex Ski Boots (Shopify)
Open Vape Shop (Shopify)
Maison de Fashion (Shopify)
Pure and Nood (Shopify)

Corporate & Informative Websites

Poswal IT Solutions (WordPress)
Hiretek – Staffing & Recruitment (WordPress)
Cureza (WordPress)
Poswal NGO (WordPress)
Poswal Real Estate (WordPress)
Marketing Lab (WordPress)
Battery & Energy Solutions Informative Website (WordPress)
Poswal Group (Main) (WordPress)
Correm Advisory (WordPress)
Hiretek (WordPress)
Guldaar Sariska (WordPress)
Mahaveer Group (WordPress)
MC Inc (WordPress)
A1 Everest Security Services (WordPress)
Custom Salon Website (HTML & CSS)
Health Data Analytics & Insights Website (WordPress)
Chiropractic & Wellness Website (WordPress)
SEO & Digital Marketing Agency (WordPress)
3X Power Switch (WordPress)
Unison Globus (WordPress)
We Assemble Team (WordPress)
Sanitary Solutions Informative (WordPress)
SaaS Marketing Website (HTML & CSS/ JavaScript)

I am passionate about building high-impact digital products and brand ecosystems. I look forward to the opportunity to contribute my hybrid design, development, and strategy expertise to your organization.