

Mohamad Hussein Abdullatif

Software Engineering · Brand Design · UI/UX · AI Workflows · Web Dev ·

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PROFILE

Software Engineer and Creative Technologist with 4+ years of experience across web development, AI-powered workflows, and Odoo ERP implementation, with a creative background in brand identity, motion graphics, UI/UX design, and digital marketing.

Driven by curiosity and a fast-learning mindset — always picking up new tools and technologies, digging into problems other people skip past, and building the solution end-to-end rather than just proposing one. Comfortable moving between code, systems, and design to get there.

WORK EXPERIENCE

Graphic Designer

2025 – Feb 2026

Kuwait

Armada Retail Concept

Leading GCC fashion retail group (est. 1973) with 120+ stores across Kuwait, KSA, UAE, Bahrain, Qatar & Oman. Primary brands: RIVA & Choice Wardrobe.

- **Brand Identity:** Developed visual systems, logo assets, and brand guidelines for RIVA and Choice Wardrobe
- **Social Media:** Designed posts, stories, and reels; managed content pipelines across seasonal campaigns
- **Motion & Video:** Produced motion graphics and promotional video content (After Effects & Premiere Pro)
- **UI/UX:** Designed full UI/UX for two internal apps — Editorial and Wardrobe Fashion — in Figma (flows, wireframes, hi-fi screens)
- Managed concurrent creative output across multiple brand campaigns from brief to delivery

Odoo ERP Implementer & Business Process Consultant

2025 – Present (Freelance)

Remotly Kuwait

AZI Shop

Kuwaiti B2B retail company — building materials, carpentry accessories & kitchen fittings.

- Led end-to-end Odoo ERP implementation: system configuration, module setup, and workflow design
- Cleaned, restructured, and migrated existing business data into Odoo
- Defined and documented Standard Operating Procedures (SOPs) to standardize operations on the new system
- Coordinated with the dev team on a custom payment gateway module integration
- Acted as liaison between business stakeholders and the technical team throughout the project

Graphic Designer & Student Services Provider

Jan 2023 – Oct 2024

Kuwait

Mickey Mouse Jahra Library

- Designed banners and print materials for school and corporate clients
- Managed government document processing, student services, and technical equipment operations

Graphic Designer for Printing Services

Apr 2022 – Jan 2023

Kuwait

Digital Future Library

- Designed banners for schools and companies; operated banner printing machinery

Data Entry & Logistics Assistant

Aug 2021 – Apr 2022

Jordan

Tahfeez Charity Association

- Organized data in Excel, communicated with visitors, and assisted in identifying target audiences for institutional programs

FREELANCE & PROJECTS

Golden Gate for Contracting & Finishing · Web Developer + Social Media Manager + Media Buyer · Kuwait

- **Web Dev:** Built a full custom landing page on a PHP-based CRM; developed a backend admin panel for dynamic project management (add/remove/update), CSS layout control, and form-integrated contact handling
- **Portfolio:** Designed and produced a downloadable PowerPoint company portfolio booklet, embedded as an asset on the site
- **Meta Ads:** Planned and ran paid Instagram/Facebook campaigns; handled audience targeting, segmentation, budget management, and ad creative optimization

[PHP] [HTML/CSS] [CRM Backend] [Meta Ads Manager]

LoVoTech Kuwait · Social Media Designer + Media Buyer · Kuwait

Smart home & low-voltage solutions company (CCTV, access control, data centers).

- Managed Instagram presence: content creation, visual branding, and editorial calendar
- Planned and executed Meta Ads campaigns — audience targeting, A/B testing, and budget optimization

Freelance Design Clients

ctrl.w Brand identity + Social Media	Slmne Brand identity & visual system	Halim Afendi Restaurant Typography logo design	Tiffany Cup Social media design
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SKILLS

Design	Adobe Illustrator · Photoshop · After Effects · Premiere Pro · InDesign · Animate · Figma
UI/UX	User Flows · Wireframing · Hi-Fi Prototyping · Figma · App Design
AI — Generative	ComfyUI (Stable Diffusion) · ChatGPT · Gemini · AI Image Workflows · Multi-tool Orchestration
AI — Dev & Agentic	Claude & Claude Code · OpenCode · Codex (OpenAI) · Antigravity IDE · Agentic Coding Pipelines
Web Dev	HTML · CSS · PHP (Backend & CRM) · Dynamic Content · Form Handling
Marketing	Meta Ads Manager · Campaign Strategy · Audience Targeting · A/B Testing · Media Buying · Social Media Management
ERP & Ops	Odoo ERP – Implementation · Data Migration · SOP Documentation · Business Process Design
Other Tools	Google Suite · Microsoft Office · Product Photography

EDUCATION

Software Engineering	In Progress
Jordan University of Science and Technology	
Jordanian Scientific High School — Sciences Track	2021

CERTIFICATIONS

Huawei Student Ambassador	Huawei
Digital Marketing Basics	Google Skillshop
ICDL Certificate	Edrak / Queen Rania Foundation
Functional Skills Training	Tahfeez Foundation
212 Volunteer Hours — Various Fields	Nahno Platform
Entrepreneurship and Innovation	Cisco Networking Academy
Introduction to Data Science	Cisco Networking Academy
C++ Advanced	Cisco Networking Academy
Wordpress	yanfaa
AI Fluency for Builders	Anthropic
Claude Code in Action	Anthropic
Introduction to subagents	Anthropic
Introduction to agent skills	Anthropic

VOLUNTEER DESIGN WORK

CTC — Student Club

Social media content design for a university student community

Ahmad Al-Khairi Charity

Brand identity, logo & social media for a charity fundraising campaign

CTC FUN&FUND

Brand identity, logo & campaign visuals for a student fundraising initiative

Just for Just Newspaper

Social media design for a university student newspaper

SOFT SKILLS

- Effective client communication & team collaboration
- Strong attention to detail & time management
- Critical thinking & creative problem-solving
- Ownership mentality — accountable from brief to delivery
- Rapid self-learner & early adopter of new tools
- Systems thinker — designs workflows & automates processes
- Adaptable across creative & technical domains
- Proactive & self-directed with strong initiative

LANGUAGES

Arabic Native

English Professional Working Proficiency