

PRAVEEN KUMAR MISHRA



Graphic Designer & Digital Marketer | IT Professional

+971-562980106 · MishratWork@gmail.com · linkedin.com/in/praveen-kumar-says · Dubai, UAE | Immediate Availability | Valid UAE Visa

Portfolio: praveentechworld.com · danishsaloon.vercel.app · adilstore.com / bh.adilstore.com

PROFESSIONAL SUMMARY

Creative-first Digital Marketer and Graphic Designer with a strong IT backbone. Specialised in producing visual content across print, digital, social, and e-commerce from brand identity and campaign banners to video edits and app push-notification graphics. Backed by 4+ years of hands-on experience managing the full digital presence of Al Adil (adil.store, bh.adilstore.com) one of the UAE's largest retail chains alongside freelance and personal projects including a live tech brand and a client website. Fluent across the Adobe Creative Suite, Canva, and video-editing platforms. My IT engineering background gives me an edge in executing technically precise digital work at speed and scale.

SKILLS & TOOLS

GRAPHIC DESIGN

- Adobe Photoshop
- Adobe Express
- Adobe Lightroom
- Canva
- Brand Identity Design
- Social Media Creatives
- Banner & Ad Design
- App Asset & UI Graphics

VIDEO & MARKETING

- Adobe Premiere Pro
- DaVinci Resolve
- CapCut & Filmora
- Social Media Strategy
- Instagram & Facebook Campaigns
- E-commerce Marketing
- Content Planning & Scheduling
- Push Notification Design

IT & WEB

- Website Design & Deployment
- HTML / CSS / JS Basics
- Windows Server & AD
- Microsoft 365 Administration
- Network Admin (LAN/WAN/Wi-Fi)
- POS/PMS Systems
- SQL & Database Basics
- CMS & E-commerce Platforms

WORK EXPERIENCE

Digital Marketing Executive & Graphic Designer

Al Adil Trading Co LLC (adil.store / bh.adilstore.com) · Dubai, UAE | Dec 2022 – Apr 2026

- Owned the complete visual and digital marketing output for adilstore.com, adil.store and bh.adilstore.com one of the UAE's largest multi-site retail chains (35+ branches).
- Designed all marketing assets: website banners, in-app push notification graphics, promotional creatives for seasonal and product-launch campaigns.
- Produced and published social media content across Instagram and Facebook managing scheduling, copywriting, and creative execution end-to-end.
- Built and maintained brand consistency across all digital touchpoints: web, mobile app, and social platforms.
- Collaborated with operations and buying teams to align campaign content with inventory cycles and promotions.
- Created pixel-perfect assets optimised for both desktop and mobile display specifications.
- Additionally managed IT infrastructure across all 35+ branch locations: Windows Server, Active Directory, Microsoft 365, LAN/WAN/Wi-Fi, and POS systems.
- Supported 700+ end-users across all properties achieving 99.9% system uptime.

AI & IT Engineer Intern

Dubai Police HQ · Dubai, UAE | Sep 2023 – Nov 2023

- Worked within a high-security government IT environment enforcing strict data governance and compliance standards.
- Maintained detailed IT documentation and audit-ready compliance records.

IT / Software Developer

Rugmys Investment & Management · Dubai, UAE (Remote) | May 2023 – Sep 2023

- Provided IT infrastructure support and system maintenance for a distributed organization.

IT Executive / Technical Support

Pal Business Systems · Delhi, India | Aug 2022 – Mar 2023

- Delivered enterprise IT support, hardware deployment, and end-user technical operations.

Co-Founder & Head of Digital

Personal Startup ExpertStaff.com (College Venture) • India | 2019 – 2022

- ▶ Founded and ran the company's entire digital front website design, social media, brand identity, and marketing from the ground up.
- ▶ Managed all digital assets: logo, brand kit, promotional graphics, and video content.
- ▶ Planned content calendars and executed social media growth strategies during the company's early stages.

PROJECTS

Web Designer & Digital Marketing Lead (Project)

Danish Saloon (danishsaloon.vercel.app) • Dubai, UAE | 2023 – Present

- ▶ Designed and developed the full client website from concept to live deployment handling UI, content layout, and brand aesthetic.
- ▶ Managed ongoing digital marketing including social media content, promotional graphics, and online brand positioning.
- ▶ Delivered a cohesive brand identity across web and social channels.

Founder & Digital Content Creator

Praveen Tech World (praveentechworld.com) • Self-Founded | 2021 – Present

- ▶ Built and self-manage a personal tech brand handling all design, development, SEO, and content creation independently.
- ▶ Produce original content including articles, branded graphics, and video edits for the platform and social channels.
- ▶ Demonstrates full ownership of creative direction, content writing, and digital distribution strategy.

LIVE PORTFOLIO

praveentechworld.com	Personal tech brand self-designed, developed, and fully managed. Demonstrates content creation, design, and web skills.
danishsaloon.vercel.app	Full client website designed and deployed for a salon brand. Handled all UI, brand design, and digital marketing.
adilstore.com, adil.store / bh.adilstore.com	E-commerce retail brand produced all banners, app notifications, social creatives, and ran Instagram & Facebook campaigns for 35+ stores.

EDUCATION

B.Tech – Computer Science Engineering

Guru Tegh Bahadur Institute of Technology, Delhi • 2019 – 2022 | Grade: A

Diploma – Computer Science

Delhi Skill & Entrepreneurship University • 2016 – 2019 | Grade: A

CERTIFICATIONS

Certification	Issuing Body	Date
Computer Hardware Basics	Cisco	Dec 2025
Databases for Developers Foundations	Oracle Dev Gym	Dec 2025
Introduction to SQL	DataCamp	Aug 2023
Complete Web Developer Course (HTML, CSS, JS, PHP, jQuery)	Udemy	Jan 2021

ADDITIONAL INFORMATION

Languages

English (Professional) | Hindi (Native) | Arabic (Functional)

Availability

Immediate | Valid UAE Residence Visa

Location

Dubai, UAE | Open to all Emirates

References & full design portfolio available upon request