

MIHIR PHALE

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[Portfolio](#)

Berlin-based creative designer with a multidisciplinary background in digital design, creative production, and AI-powered workflows. Possess strong creative skills and technical understanding to design landing pages, ad creatives, user flows, and visual assets. Strong understanding of visual consistency, responsive design, and conversion-focused creative execution. Combines creative experimentation with a builder's mindset, leveraging AI tools to accelerate ideation, production, and rapid iteration while maintaining strong attention to detail and brand coherence. Fluent in English and currently learning German (A2).

Core strengths:

- Landing Pages & Marketing Design
- Static Ad Creatives & Visual Assets
- AI-powered Creative Workflows
- Responsive Design & UI Fundamentals
- Creative Experimentation & Rapid Iteration

EXPERIENCE

Digital Marketing Designer & AI Creative Specialist

Aug 2024 - Dec 2025

Freelance

Remote

- Designed landing pages, homepage visuals, banners, and branded marketing assets for digital products and eCommerce projects
- Created static ad creatives and visual assets for online campaigns and content distribution
- Built AI-assisted creative workflows to accelerate design ideation and production efficiency
- Developed visually consistent assets aligned with brand identity and marketing goals
- Built AI-integrated chatbot connected to the Shopify API to automate Tier 1 support
- Tested and refined prompts, workflows, and automations to improve output quality

Technical Production Specialist

July 2021 - Sept 2022

The Soul Publishing

Remote (Cyprus)

- Troubleshoot technical and creative issues across the production pipeline
- Ensured high-quality creative output across multimedia content
- Mastered advanced audio processing systems and creative workflows
- Supported large-scale content operations with high-quality standards
- Demonstrated technical fluency required to manage high-level creative tasks

Creative Systems Specialist

June 2018 - May 2020

TFP Studios

Mumbai

- Translated creative ideas into structured production workflows
- Architected workflows to resolve technical and creative bottlenecks
- Elevated sonic clarity and overall project consistency utilizing advanced audio processing tools

Creative Producer

June 2017 - June 2018

Meraki Films

Mumbai

- Produced immersive audio for international multimedia projects
- Designed creative workflows balancing artistic vision and technical constraints
- Collaborated with creative teams across video and media production
- Managed all aspects of production from ideation to execution

EDUCATION

BA (Hons) Audio Production & Engineering

Nov 2021 - Sept 2024

Grade - 2.0 — Catalyst Institute for Creative Arts & Technology

Berlin, Germany

SKILLS

- **Design:** Figma, Framer, Aura, MagicPath, Affinity, Pencil, Superdesign, Photoshop Canva, Neuform
- **AI & Automation:** Cursor, Antigravity, Claude Code, Replit, v0, Lovable, Magic Patterns, Orchids
- **Generative AI:** Midjourney, Higgsfield, Weavy, Krea, Flora, Magnific, Pletor, Luma, ElevenLabs
- **Marketing:** Content Creation, Landing Pages, Static Ad Design, Copywriting, Branding, UI/UX