AKMAL MUHAMMED K

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SUMMARY

Passionate and skilled Graphic Designer with a strong eye for detail. Experienced in creating impactful visual content for digital and print media, including brand identities, marketing materials, and social media creatives. Proficient in Adobe Photoshop, Illustrator, InDesign, and Figma. Committed to delivering clean, consistent, and effective designs that align with brand goals and engage audiences.

PROFESSIONAL EXPERIENCE

Social Media Designer - Freelance   **2023-2024**

Inline Study Links (Remote)

- Created engaging and informative social media designs to promote the brand and its services
- Developed visual themes for Instagram and other platforms to maintain brand consistency and improve online presence
- Worked closely with the content team to translate ideas into visually appealing graphics that boosted audience interaction
- Delivered design templates and campaign creatives under tight deadlines, ensuring quality and relevance for the target audience

Graphic Designer   **2024 - Present**

IEDC MAMOC (Muhammed Abdurahiman College Mukkam, Kozhikode)

- Designed the official logo, representing innovation, student leadership, and creative growth
- Developed a cohesive social media design strategy and templates for events, announcements, and promotional content
- Ensured visual consistency across digital platforms while maintaining alignment with the organization's goals
- Delivered all assets in multiple formats with brand guidelines for future use

Graphic Designer   **2023 - Present**

Various Local Businesses – Calicut, Kerala

- Designed branding materials including logos, flyers, posters, and social media creatives for local businesses
- Created custom visuals for promotional campaigns, improving local brand recognition and customer engagement
- Collaborated with business owners to understand their vision and delivered designs tailored to their target audience
- Worked within tight deadlines to provide high-quality, effective designs that align with each business's identity

EDUCATION

BA Advertising & Sales Management - Degree   **2024 - Present**
  Muhammed Abdurahiman Memorial Orphanage College, Mukkam, Calicut

Higher Secondary Education - Computer Science   **2021- 2023**
  Zamorinz Higher Secondary School Tali, Calicut

SKILLS

- **Design Tools:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Figma, Canva
- **Design Skills:** Branding, Logo Design, Social Media Design, Poster Design, Typography
- **Creative Skills:** Concept Development, Layout Composition, Color Theory, Creative Thinking
- **Digital Skills:** UI/UX Basics, Responsive Design Principles, Motion Graphics (basic), Video Editing
- **Collaboration**: Client Communication, Team Coordination, Deadline Management, Feedback Integration