MOHAMMED IHSAN
Graphic Designer

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ABOUT ME

Creative and fast-thinking Graphic Designer with hands-on experience in branding, social media design, paid-ad creatives, product visuals, and short-form video content for tech and retail brands. Skilled in Adobe Illustrator, Photoshop, and modern creative workflows.

Currently pursuing a Postgraduate Diploma in Digital Marketing, developing a strong Creative + Marketing skill set to deliver high-impact, strategy-driven visual content.

WORK EXPERIENCE

IDEALZ LANKA (PVT) LTD – SRI LANKA

Creative Designer —————————— NOW–2025

Designed daily social media and campaign visuals for a leading smartphone retailer, including posts, reels, stories, product banners, and promos for Apple, Samsung, and major tech brands. Utilized AI tools and Veo 3 to speed up workflows and create cinematic product videos, while collaborating with marketing teams to deliver consistent, high-impact brand content.

EUROPEAN NATIONS CAMPUS – SRI LANKA

Social Media & Design Executive —————— 2023–2024

Designed educational and promotional content for Facebook and Instagram while independently managing Meta (Facebook) lead generation campaigns, including ad setup, creative support, and performance tracking. Monitored and analyzed lead data using Excel to support campaign optimization and reporting. Created print materials for graduation events and strengthened overall brand consistency through improved design templates and updated visual guidelines.

SHARPMIND.LK – SRI LANKA

Trainee Designer —————— 2023 March – 2023 June

Supported senior designers with branding and design tasks, contributing to layouts and print-ready files while developing strong working knowledge of Adobe Illustrator and Photoshop through commercial projects.

EDUCATION

PSB UNIVERSITY CAMBODIA
Postgraduate Diploma
Digital Marketing (Reading)

PSB UNIVERSITY CAMBODIA
Diploma in Graphic Designing
& Digital Marketing
2024

WESLEY COLLEGE - COLOMBO
G.C.E Advanced Level
2022

CORE SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Figma & Canva
- Social Media & Ad Creatives
- AI Prompting & AI Video Creation

SOFT SKILLS

- Creativity
- Teamwork
- Time Management
- Fast Execution
- Adaptability

LANGUAGES

- English
- Tamil
- Sinhala