



# MOHAMMED MUAZZ

## MULTIMEDIA DESIGNER

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### PROFESSIONAL SUMMARY

Creative Multimedia Designer with over 3 years of experience in digital content creation, brand identity, and editorial leadership. Proven track record in managing editorial pipelines and leading media teams in high-pressure environments. Expert in Adobe Creative Cloud with a strong focus on professional layout design and the integration of AI tools to optimize creative workflows.

### TECHNICAL SKILLS

- **Core Design:** Graphic Design & Layout, Brand Identity, Logo Design, Social Media Strategy.
- **Editorial & Video:** Professional Video Editing, Motion Graphics, Post-Production, InDesign Publication Layout.
- **Software:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma.
- **Emerging Tech:** AI-Driven Design Tools, UI/UX Basics, Wireframing, and Web Design (HTML/CSS).

### PROFESSIONAL EXPERIENCE

#### MULTIMEDIA DESIGNER

OV Holidays Pte Ltd | Nov 2024 – Dec 2025

- **Brand Assets:** Spearheaded logo refinement and designed high-end brand materials including loyalty cards and vouchers.
- **Campaign Design:** Produced high-engagement social media carousels and flyers that significantly increased brand visibility.
- **Video Production:** Created professional video ads and trend-aware content for Instagram Reels and TikTok.
- **Motion Graphics:** Developed short animations to enhance digital storytelling across web and social platforms.

#### CHIEF EDITOR

Muslim Majlis, University of Colombo | Sep 2024 – Jan 2026

- **Editorial Leadership:** Established and recruited a dedicated media team to handle all digital and print publication requirements.
- **Pipeline Management:** Oversee the full editorial workflow, including the review, design, and publication of articles for the official blog.
- **Visual Branding:** Designed the official organization logo and contributed to the UI design for the website.
- **Language Editing:** Previously served as Tamil Editor for the 2024/2025 term, ensuring high-quality content standards.

### EDUCATION

#### BACHELOR OF INFORMATION AND COMMUNICATION TECHNOLOGY (BICT)

University of Colombo, Faculty of Technology | Currently Pursuing

- **Relevant Coursework:** Multimedia Systems, User Interface Design, Web Design.
- **Research:** Developing "AI-Driven Early Detection of Sleep Disorders Using Simulated Wearable Data".

### SOFT SKILLS

- Team Leadership & Mentoring
- Strict Adherence to Deadlines & Time Management
- Acute Attention to Detail
- Creativity & Innovation