

MD MAHADI HASSAN RABBI

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ABOUT ME

I am a creative professional who has gained three years of experience in brand marketing and creative design. I hold a bachelor's degree in Multimedia Design and have completed my MBA program with concentrations in Information Technology Management and Business Administration Management. I am currently nearing the completion of my Product Design program, specializing in Front-End Development - a field that perfectly combines creativity and technology. Product design is my passion and I'm dedicated to mastering it to create meaningful, user-centered digital products and experiences that connect people and technology.

WORK EXPERIENCE

Unity For Equality | A Non-For-Profit Community Based Organization
Digital Design Intern. | December 2024 - February 2025 | New York, NY

The Digital Design Associate Intern supports creative and communication efforts by designing [social media content](#) and multimedia production. This role also involves writing engaging articles and managing digital campaigns to enhance the organization's brand. It's a hands-on opportunity to build skills in design, marketing and multimedia.

Baksho Advertising Ltd | Advertising Agency
Brand Executive | January 2020 - April 2022 | Dhaka, Bangladesh

As a Brand Executive, I collaborate with the Brand Manager to achieve brand objectives. I have strong market research skills. My role involves launching marketing campaigns, analyzing data, and identifying target audiences. I gather customer feedback and communicate our value to them. I also explore alternative market research channels and other key activities.

Khan's Palace Convention Hall | Event Management
Assistant Manager | January 2019 - December 2019 | Sylhet, Bangladesh

As an Assistant Manager, I support the General Manager in overseeing staff and ensuring stable leadership. I handle scheduling, staffing issues, and daily organization. I assist customers with questions and complaints, maintain a safe work environment, and organize promotions. I also manage the overall workflow. In addition to management tasks, I designed the convention center's [logo](#) and managed its social media, including [Facebook](#), [Instagram](#), and the [website](#).

Empiric Fashion Attires | Fashion Wholesale and Supply Chain
Junior Graphic Designer | June 2018 - August 2018 | Kuala Lumpur, Malaysia

I began my internship on June 11, 2018, as a Graphic Designer in a junior role, handling various branding projects. My three-month internship included [Magazine design](#), [Goodie bags](#), [T-shirts](#), [Flyers](#), and data entry. I worked on projects for the Malaysia GIFT FAIR in July 2018; 25th, 26th, and 27th, gaining responsibility and input on creative ideas. The company provided opportunities to expand my skills in areas I was interested in. My colleagues were supportive, helping me grow professionally. I primarily used Adobe Illustrator, Photoshop, Lightroom, and InDesign, focusing especially on Magazine design for the GIFT FAIR-2018.

EDUCATION

Product Design Program | [CareerFoundry](#) | Berlin, Germany | 2025 - In Progress, E - learning

The main goal of the Product Design Program is to master user-centered design principles. Key topics include wireframing, design thinking, prototyping, and UX/UI design. The program emphasizes practical skills through real-world projects, preparing me to create user-friendly and efficient digital products. I also recorded a [video](#) presentation of my work, including a link to the [prototype](#) for further feedback and review.

Masters Business Administration | [Westcliff University](#) | [Irvine, CA](#) | February 2023 - October 2025

Concentration - Information Technology Management

Concentration - Business Administration Management

Studied marketing, business administration, and IT management, building skills in leadership, financial analysis, and global strategy. Case studies like [GSA LLC](#), [BMW](#), and an [AI workshop](#) broadened my understanding of marketing, customer behavior, and digital metrics for luxury brands and EVs. In Marketing Management, I presented on the [Product life cycle](#), learning key strategies for each stage. Additionally, I developed an [E-Marketing Plan](#) and strategy for [Minutes Mobile Marketing](#) in Digital Marketing Metrics & Management, gaining practical experience in digital marketing and planning.

BA Multimedia Design | [SEGi University](#) | Kota Damansara, Malaysia | July 2015 - September 2018

Concentrating on web management, multimedia, and graphic design. finished courses in digital publishing, creative web design, typography, and photography in addition to multimedia marketing and portfolio creation. gained practical experience through research projects, industrial training, branding, corporate identity, and packaging design specializations.

TOOLS

Adobe Suite, Figma, Microsoft OfficeWord, Microsoft PowerPoint, Gamma.app, ChatGPT, DeepSeek, Napkin AI, WordPress, Canva, and CapCut

SKILLS

Graphic Design, Visual Design & Storytelling, Typography, Advanced Graphics Design, Digital Branding & Advertising, Photography, Communication Design, Prototyping in Figma

LANGUAGES

English, Bengali, Hindi, Urdu