

MOHAMMED SHAFI TP

Graphic Designer

📞 7994724015 @ shafisayd2415@gmail.com
📍 Near High school road, Perumparamba, Areekod, Malappuram, Kerala

EXPERIENCE

Digital Media Designer & Process Automation Lead

Malja'a Shareeath And Arts College

📅 04/2023 - 01/1970 📍 Malappuram, Kerala

Digital media design and process automation leadership role

- Collaborating with various departments to gather requirements and understand pain points
- Designing visual assets such as posters, brochures, social media graphics, and website elements
- Implementing brand guidelines and ensuring consistency across all materials
- Utilizing tools like Adobe Creative Suite, Canva, and Google Workspace for design projects
- Training staff on new tools and processes to increase efficiency and productivity
- Conducting regular feedback sessions to continuously improve design and automation solutions
- Monitoring and evaluating the impact of digital initiatives on student and faculty engagement
- Presenting updates and progress reports to college leadership and stakeholders.

Freelance Graphic Designer

ShafiGraphy

📅 03/2021 - 01/1970 📍 Malappuram, Kerala

Freelance graphic design service focused on various design needs.

- Developed 30+ custom designs including posters, flyers, and logos using Adobe Photoshop and Illustrator
- Managed client relationships and consistently delivered projects with a 100% satisfaction rate
- Specialized in creating branding elements and social media graphics for educational institutions
- Maintained a consistent client satisfaction rating of 4.8/5
- Collaborated with clients to understand their design needs and deliver creative solutions
- Created visual assets that aligned with clients' brand identity and objectives
- Ensured timely delivery of all design projects while maintaining high quality standards
- Communicated effectively with clients to incorporate feedback and make revisions as needed
- Stayed updated on design trends and software tools to enhance work quality and efficiency

Executive

Board Of Studies For IT - Coordination Of Jami'a Junior Colleges

📅 03/2023 - 01/1970 📍 Malappuram, Kerala




Development of IT curriculum and educational materials in collaboration with institutions.

- Collaborating with subject matter experts to identify industry trends and emerging technologies
- Designing and creating educational materials such as course outlines and assessments
- Implementing technology-enhanced learning solutions such as online learning platforms
- Working closely with faculty members to train them and provide ongoing support
- Monitoring the effectiveness of the curriculum through feedback mechanisms
- Collaborating with stakeholders such as industry partners and accreditation bodies
- Leading syllabus modernization initiatives to enhance student learning outcomes
- Managing project timelines, budgets, and resources for successful implementation
- Conducting regular reviews and adaptations of the curriculum
- Maintaining a focus on diversity, equity, and inclusion in curriculum development

SUMMARY

I am an experienced graphic designer and IT coordinator with a solid track record in managing marketing campaigns, creating engaging promotional materials, and leading social media initiatives. Proficient in using Adobe Creative Suite and committed to delivering high-quality work that meets client expectations. With strong analytical skills, I adapt quickly to trends and technologies to enhance the effectiveness of marketing and educational programs.

KEY ACHIEVEMENTS

-  **Boosted Design Efficiency**
Increased design output by 50% through process automation and staff training.
-  **Maintained High Satisfaction**
Achieved client satisfaction rating of 4.8/5 with over 50 completed projects.
-  **Enhanced Learning Solutions**
Implemented online learning platforms impacting over 1,000 students annually.
-  **Increased Social Engagement**
Managed social media graphics, increasing engagement by 70% in six months.

LANGUAGES

English	Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>
Arabic	Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>
Urdu	Advanced	<div><div></div><div></div><div></div><div></div><div></div></div>

SKILLS

Adobe Creative Suite	Adobe InDesign
Adobe Photoshop	advanced excel
canva	EXCEL
figma	indesign
Microsoft Office	Photoshop
Process Automation	Urdu

EXPERIENCE

Program Convener & IT Coordinator

K M I College

📅 04/2023 - 02/2024 📍 Malappuram, Kerala

Coordination of educational programs and resources.

- Collaborated with cross-functional teams to ensure seamless program execution
- Monitored and tracked progress to ensure timely completion of all tasks
- Provided regular updates to stakeholders on project status
- Analyzed feedback from participants to improve program content and delivery
- Ensured compliance with relevant policies throughout the program implementation
- Conducted post-program evaluations to assess educational resource effectiveness
- Maintained a high level of quality in all deliverables
- Implemented best practices and innovative strategies to enhance program efficiency

Accounts Manager

Bismi E-Tickets

📅 10/2019 - 03/2021 📍 Morayur, Malappuram, Kerala

Managed sales and office operations for the ticketing company.

- Analyzed sales data using advanced Excel functions to identify trends
- Created monthly performance reports tracking key metrics
- Managed office operations by scheduling appointments and meetings
- Maintained office supplies and updated the company's database

EDUCATION

Master's

Darul Huda Islamic University

📅 04/2021 - 03/2023 📍 Malappuram, Kerala

Bachelor Of Arts

University Of Calicut

📅 04/2019 - 03/2022 📍 Malappuram, Kerala

Diploma in Graphic Design

DiginetOnlineSchool

📅 01/2025 - present 📍 Online