Shakeel Mohamed

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Strategic Brand Designer

Education

Master of Fine Arts in Graphic Design

ArtCenter College of Design Pasadena, California 2022–2025

Bachelor of Science in Computer Science

Seattle University Seattle, Washington 2012–2015

Recognition

Lithographix ArtCenter Alumni Gallery

Mark Rothko Documentary (Poster) 2025

ArtCenter Student Gallery

The Planetary Society (Poster) 2025

ArtCenter Portfolio Scholarship and ArtCenter Merit Scholarship 2022–2025

AIGA Los Angeles Graph*c Content Conference Speaker

Deconstructing "Best": Redefining Success for Designers 2024

Hoffmitz Milken Center for Typography (HMCT) Gallery

Mindful Roman (Font Design Poster) 2024

ArtCenter Student Gallery and HMCT Billboards

She Will (Poster Series) 2024

Voyage LA Magazine Interview 2024

HMCT Newsletter

Referential Mono (Featured Typeface) 2023

Type Thursday Los Angeles

Presented my TYPO Mexico City branding project to 30 designers. 2023

AIGA Portfolio Festival

Virtual portfolio presentation to a live audience. 2022 Experience

Freelance Brand Designer

Remote

05.2025-Present

Graduate Teaching Assistant

ArtCenter College of Design 01.2025-04.2025 09.2024-12.2024

Freelance Graphic Designer

The Ismaili Muslim Community Remote 10.2021–10.2024

Freelance Graphic Designer

TALISMAN Remote 07.2024-08.2024

Graphic Designer and Research Assistant

ArtCenter College of Design 09.2022–08.2024

Founder

ntrsct designs Remote 02.2018–12.2022

Software Engineer

Splunk, Inc. Seattle, Washington 06.2015–04.2021 Designed brand identities and motion design systems for cultural organizations, creative agencies, and emerging companies. Collaborated directly with clients to develop design solutions from strategy and concept through implementation across multiple touchpoints including print, digital, and environmental.

Supported a studio course sponsored by Hermès along with three professors by facilitating team projects between students from six different design disciplines. Mentored students on research and product development, presentation design, conceptual thinking, and analog printing techniques.

Designed and refreshed the brand identity for Salgirah, an annual international religious festival across 21 countries in 11 languages. Collaborated with national marketing teams to ensure brand consistency. Branded signage was displayed in multiple cities, notably at the Dubai World Trade Centre.

Collaborated with a team of three designers on brand identity development for higher education and performing arts clients. Designed presentation decks, brand guidelines, and print production-ready files. Analyzed typographic choices to align with overall art direction.

Designed print, digital, and video communications for events hosted by the Division of Professional Development and Industry Engagement. Researched the career status of 150 recent graduates based on their digital presence to inform the College's annual curriculum planning.

Operated an independent design studio providing brand strategy, identity, apparel design, and social media services for 12 clients across multiple industries. Evolved the business from B2C apparel brand to B2B consultancy, leading client relationships, project management, and art direction.

Led a team of three engineers to develop a data simulation engine for sales staff to demonstrate products for prospective customers. Collaborated across roles, teams, and departments to automate manual processes. Designed slides for and presented technical sessions at two major industry conferences. Maintained dozens of open-source software projects and incorporated customer feedback. Designed highly performant technical solutions for large-scale data processing used by several Fortune 500 companies.

Skills

Strong working knowledge of:

Illustrator, InDesign, Photoshop, Figma, Premiere Pro, After Effects, Keynote, Glyphs, Blender

Familiar with:

Midjourney, TouchDesigner, MadMapper, LiveSurface, Webflow, Squarespace, Cargo, WordPress, Artivive, Basecamp, Trello, Jira, Google Workspace, Microsoft Office, Dropbox, Slack, Twinmotion, Rhino, SketchUp

Presentation and facilitation:

Strategic thinking, collaboration, copywriting, product management, project management, community building, agile facilitation, scrum

Programming:

JavaScript, p5.js, Processing, Node.js, HTML, CSS, Python, Java, C, C++, Git