Shakeel Mohamed

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Graphic Designer: Branding, Typography, Leadership

Education

Candidate for a Master of Fine Arts in Graphic Design

ArtCenter College of Design Pasadena, California 2022–Present

Bachelor of Science in Computer Science (Emphasis in Business)

Seattle University Seattle, Washington 2015

Recognition

ArtCenter Portfolio Scholarship; ArtCenter Merit Scholarship

2022-Present

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; HMCT Billboards

She Will (Poster Series) 2024

Voyage LA Magazine Interview 2024

HMCT Newsletter

Referential Mono (Featured Typeface) 2023

ArtCenter Graphic Design Department Chair's Office

Mark Rothko Campaign (Poster) 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

Teaching Assistant

ArtCenter College of Design Pasadena, California 09.2024–12.2024 Assisted Professor Gloria Kondrup in her Archetype Press course with group and individual student critiques. Helped students to hand-set wood and metal type for analog letterpress printing.

Lead Graphic Designer

The Ismaili Muslim Community Remote 10.2021–10.2024 Designed the brand identity for Salgirah, an international religious festival across 21 countries in 11 languages, revised annually. Branded signage was displayed in multiple cities, notably at the Dubai World Trade Centre.

Freelance Graphic Designer

TALISMAN Remote 07.2024-08.2024 Supported a team of three designers with identity development for clients in a variety of industries. Designed presentation decks, style guidelines, and press ready files for client delivery. Analyzed, refined, and presented typographic choices to align with overall art direction.

Graphic Designer and Research Assistant

ArtCenter College of Design Pasadena, California 09.2022–08.2024 Designed a wide array of 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.

Founder ntrsct designs Remote

02.2018-12.2022

Operated an independent design studio offering branding, strategy, apparel, and social media design services. Designed deliverables for 12 clients, exploring a variety of visual solutions. Evolved from operating as a B2C apparel brand to providing B2B design services across multiple industries.

Software Engineer

Splunk, Inc. Seattle, Washington 06.2015–04.2021 Led a team of three engineers to develop a data simulation engine for sales staff to demo products to prospective customers. Frequently collaborated across roles, teams, and departments to automate manual tasks. Presented technical sessions and hosted interactive booths at two conferences.

Professional Development

Type Thursday Los Angeles

Los Angeles, California 03.2023–Present Facilitate inclusive community events for designers and coordinate venues for typography critiques throughout greater Los Angeles.

The Futur

Remote 06.2018-Present Studying self-directed online design courses and over 100 videos on industry insights, business, and the fundamentals of graphic design.

AIGA

Seattle, Washington 10.2022

Volunteered at the 2022 AIGA National Design Conference assisted with event registration, note taking, and supply management.

Skills

Strong working knowledge of:

Illustrator, InDesign, Figma, Premiere Pro, Keynote, After Effects, Midjourney

Familiar with:

Photoshop, Glyphs, TouchDesigner, MadMapper, Blender, LiveSurface, Artivive, Basecamp, Trello, Jira, Google Workspace, Dropbox, Slack

Presentation and facilitation:

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

Programming:

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