

Shakeel Mohamed

Strategic Brand Designer

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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

Speaking (selected)

AIGA Design Conference
Ask Us Anything 3.0: Dr. Cheryl Miller
and Invited West Coast BIPOC Best
Performing Designers (panel)
2025

**AIGA Los Angeles Graph*c Content
Conference Speaker**
Deconstructing “Best”: Redefining
Success for Designers
2024

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

Recognition (selected)

Lithographix Alumni Gallery
Mark Rothko Documentary Poster
2025

The Planetary Society HQ Office
Two Planetary Society Rebrand
posters selected for display.
2025

**Hoffmitz Milken Center for
Typography (HMCT) Gallery**
Mindful Roman (Font Design Poster)
2024

HMCT Newsletter
Referential Mono (Featured Typeface)
2023

Experience

Senior Designer
TALISMAN
08.2025–Present

Freelance Brand Designer
shakeel.design
05.2025–Present

Freelance Graphic Designer
The Ismaili Muslim Community
Remote
10.2021–10.2025

Teaching Assistant
ArtCenter College of Design
01.2025–04.2025
09.2024–12.2024

Freelance Graphic Designer
TALISMAN
Remote
07.2024–08.2024

**Graphic Designer and
Research Assistant**
ArtCenter College of Design
09.2022–08.2024

Founder
ntrsc designs
Remote
02.2018–12.2022

Software Engineer
Splunk, Inc.
Seattle, Washington
06.2015–04.2021

Skills

Strong working knowledge of:

Familiar with:

Presentation and facilitation:

Programming:

AI tools:

Collaborated with the Creative Director and a Senior Designer on brand strategy and visual identity for a performing arts organization. Researched historical references and competitors, designed presentation systems in Figma Slides. Led critiques and provided feedback to junior designers. Supported business development through capabilities decks.

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.

Designed three evolutions of the brand identity for Salgirah, an annual international festival across 21 countries in 11 languages. Branded signage is displayed in multiple cities, notably at the Dubai World Trade Centre.

Assisted instructors Fiona Blankenship, Elise Co, and Joseph Choi in a course sponsored by Hermès with cross-disciplinary group critiques of design concepts and presentations. Assisted Professor Gloria Kondrup in a letterpress printing course by helping students hand-set wood and metal type.

Supported a team of three designers with identity development for clients in a variety of industries including higher education and performing arts. Designed presentation decks, style guidelines, and press-ready files. Analyzed, refined, and presented typographic choices to align with overall art direction.

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.

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.

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.

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

DaVinci Resolve, Affinity, TouchDesigner, MadMapper, Webflow, Squarespace, Cargo, WordPress, Basecamp, Trello, Jira, Google Workspace, Microsoft Office, Dropbox, Slack, Notion, Google Analytics, Rhino + Grasshopper, SketchUp

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

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

Claude, Gemini, Midjourney, Adobe Firefly, Perplexity, ChatGPT, OpenCode