

# Shakeel Mohamed

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shakeel.design @shakeel.design

## 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 Senior Designer**  
TALISMAN  
Remote  
08.2025–Present

**Freelance Brand Designer**  
shakeel.design  
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 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:**

Collaborated with the creative director and a senior designer on brand strategy and visual identity development for a performing arts organization. Researched historical brand references, competitor visual brands, and designed presentations systems with Figma Slides. Led design critiques and provided constructive feedback to junior designers.

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.

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

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