## Shakeel Mohamed

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Graphic Designer: Branding, typography, leadership

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

**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

**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

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

Designed the brand identity for Salgirah, an annual international religious festival across 21 countries in 11 languages. Branded signage was displayed in multiple cities, notably at the Dubai World Trade Centre in 2021.

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.

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 Study self-directed online business and design curriculum. Watched over 200 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, Glyphs, After Effects

Familiar with:

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

Presentation and facilitation:

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

**Programming:** 

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