

LEBENSLAUF

Sharin Ferdous Shampa

Digital Media specialist

I hold a Bachelor's degree in Computer Science and Engineering and am currently pursuing a Master's in Digital Media Informatics at the University of Bremen. With a strong foundation in IT support, I bring a well-rounded and practical skill set to the table.

# **Personal Information**

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# **Professional Experience**

**27.12.2020 to 15.04.2024**

**National Credit and Commerce Bank PLC**

**IT Support Officer:**

* Designed user-centric web interfaces, graphics, and digital assets, ensuring brand consistency and optimal UX/UI across platforms.
* Led the visual design of promotional materials and marketing content, including social media creatives and digital ads.
* Maintained and improved the corporate website, focusing on accessibility, visual hierarchy, and seamless user experience.
* Contributed to internal branding and visual storytelling, shaping the bank’s digital identity across campaigns and channels.
* Collaborated with IT and marketing teams to ensure alignment between design execution and technical feasibility.
* Supported event branding and design needs, delivering cohesive visual elements across print and digital touchpoints.

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# **01.10.2023 to Present**

**Masters of Science:** *Digital Media Informatics*

**University of Bremen,Germany.**

Relevant coursework; Designing

Conservation: AI-Driven Media & Spatial

Concepts,Design of information systems

Introduction to digital media: project gamejam

**07.10.2017 to 30.07.2021**

**Masters o Business Administration:** *Management Information Systems,University of Dhaka*

Relevant coursework: Project management,Advance networking

**15.04.2012 to 12.12.2016**

**Bachelor of Science:** *Computer Science and Engineering,*

*Ahsanullah University of Science and Technology,*Dhaka,Bangladesh

Relevant coursework :Digital Image processing,Computer Graphics,Patter recognition,Artificial Intelligence

**Languages**

◦German: Elementary Proficiency.(A2)

◦English: Full Professional Proﬁciency.(C1)

**Skills and proficiency**

*UX/UI & Design:* Figma, Adobe Illustrator, Canva,Adobe premier pro,Midjourney,Leonardo,Elevenlabs,Capcut

*Media & Communicatio:*

Social Media Management:Facebook, Twitter, LinkedIn, Instagram

*Marketing & Communication:*Content creation, campaign planning, audience engagement

*Website Management*:WordPress, HTML, CSS

*Technical Skills*

Programming Languages:C, Python, JavaScript

University Projects: WeSis – An Intelligent Student Support Chatbot | Python, LLMs, UX/UI, Digital Communication

Supervised by Prof. Dr. Andreas Breiter, University of Bremen.

M.Sc. Digital Media Informatics (30 CP Course Project)

* Conducted user research and interviews as part of the UX/UI team
* Designed digital flyers and visual assets for onboarding and promotion
* Provided Zoom-based tech support during research sessions
* Helped design and run mock tests to evaluate chatbot performance
* Assisted with internal tasks: IT record-keeping, meeting coordination, and communication

**Academic Project:**

* The last leaf project by using generative AI tools,canva,elevenlabs,midjourney,
* Game jam project named bubble bites using html css,javascript

**Training Course & Accreditation**

* Professional Training Course: MS Excel,MS powerpoint
* UX-UI course,Creative IT institute,Dhaka
* Course,Ostad,Dhaka,Bangladesh