Sir Yasir Hassan

Creative Visual Designer & Developer

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Professional Summary

Multi-skilled creative professional with proven expertise in graphic design, web development, video editing, and digital marketing. With a keen eye for visual storytelling and deep understanding of the digital landscape, I help businesses build brands, connect with audiences, and grow online. I bring value to teams by being adaptable and capable across multiple disciplines — a designer, developer, editor, and strategist in one.

Key Skills

• Graphic Design: Logos, Posters, Packaging, Brand Guidelines

• Web Design & Development: HTML, CSS, JavaScript, Responsive Design

• Video Editing: Reels, Ads, Promotion Videos

• Social Media Marketing: Facebook, Instagram Campaigns & Visual Ads

• Tools: Adobe Illustrator, Photoshop, Figma, VS Code, Git, ChatGPT

• Languages: HTML, CSS, JavaScript (intermediate)

Professional Experience

Freelance Designer & Developer | Remote | 2023—Present

- Developed and designed responsive landing pages for real-world projects and UI challenges (e.g., Workit, Suite, Bento Grid).
- Delivered full branding solutions including logos, social media banners, and visual guidelines for diverse businesses (e.g., Noor Fashion, Daaha Hospital).
- **Click Tech** (e-commerce electronics):
  - Created brand identity including logo and media banners.
  - Managed social media accounts and developed marketing strategies.
  - Produced product and promotional posters, and high-performing video ads and reels using Premiere Pro.

- **Naazi Dessert** (dessert brand):
  - Built a cohesive visual identity with logo design and branded media.
  - Managed and marketed across social platforms.
  - Designed appetizing product posters and produced video content for seasonal campaigns.
- **Wadani Food**:
  - Designed eye-catching and market-ready packaging for oil labels.
- **Photoshop Coaching**:
  - Delivered tailored, one-on-one Photoshop coaching with structured lesson plans and hands-on guidance.

Founder — Yazy Digital | 2024—Present

- Providing full-service branding solutions to startups and modern businesses.
- Managing the design and content strategy of the Yazy Digital Facebook Page.
- Coordinating design projects including visuals, animations, and marketing assets.

Selected Projects

- **Workit Landing Page —** HTML/CSS responsive landing page challenge
- **Naazi Dessert Branding —** Visual identity, product banners, and marketing content
- **Wadani Food Package Design —** Poster and product visuals for local maize and oil products
- **Photoshop Coaching —** 2-week practical mentorship for beginner designers
- **Click Tech Branding —** Visual identity, product banners, and marketing content

Education

High School Student — Form 4 | Self-Learning Digital Skills | Hargeisa, Somaliland

Languages

- Somali (Native)
- English (Fluent)