Farhan S

GRAPHIC DESIGNER

+91 7306377479 | farhanalbaraka@gmail.com | Trivandrum, India

linkedin.com/in/farhan-shajahan | thefabstudio.in

PROFILE SUMMARY

Creative and detail-oriented Graphic Designer with over 3 years of experience in branding, motion graphics, UI/UX design, and video editing. Skilled in leading design projects, collaborating with cross-functional teams, and delivering high-quality visual solutions aligned with business objectives. Proficient in industry-standard tools such as Adobe Creative Suite and Figma. Familiar with AI-assisted design workflows, including the use of ChatGPT for ideation and Midjourney for concept visualization.

SKILLS

Design Skills:

- Brand Identity
- Motion Graphics
- UI/UX Design
- Video Editing
- Website Design

Software:

- Photoshop
- Illustrator
- InDesign
- Premiere Pro
- After Effects
- Lightroom
- Figma (UI/UX)
- Blender (3D)

AI Tools:

- Adobe Firefly (image generation)
- Midjourney (concept visuals)
- ChatGPT (content ideation)

WORK EXPERIENCE

Graphic Designer

NeedStreet Web Technologies (Pvt.) Ltd.   Nov 2023 - Present

- Create compelling visual assets such as banners, infographics, UI mockups, and marketing materials for digital and print platforms.
- Collaborate with developers and product teams to design intuitive UI/UX experiences for web and mobile applications.
- Develop consistent brand visuals and maintain updated brand guidelines across campaigns and product lines.
- Partner with marketing to craft engaging social media graphics, email templates, and visuals optimized for performance.
- Ensure all design assets are optimized for performance, responsiveness, and accessibility.
- Effectively manage multiple design projects simultaneously while meeting tight deadlines and maintaining high quality.
- Improve user interaction and brand consistency through refined visual storytelling and layout strategies.

Graphic Designer
Fables Design Consultancy (Pvt.) Ltd.   Aug 2022 – Oct 2023

- Designed a variety of marketing and promotional materials including brochures, flyers, event graphics, social media posts, and digital advertisements.
- Developed logo systems, typography styles, and brand identity assets for both new and rebranding projects
- Designed business cards and other corporate stationery to support brand consistency across touchpoints.
- Recorded and edited video content for client projects used in marketing campaigns and presentations.
- Stayed current with industry trends and design best practices to ensure creative and modern outputs.
- Successfully delivered over 50 client projects, contributing to strong client retention and satisfaction.
- Supported the creation of visual content for internal presentations, client proposals, and website layouts.

Graphic Designer
Student Organization Gravity   Feb 2021 – Feb 2022

- Led a team of 5 volunteer designers for Gravithon 2021, a national-level student tech festival.
- Created cohesive event branding including posters, schedules, social media graphics, and digital invites.
- Developed design templates and systems to streamline team productivity and maintain consistency.
- Collaborated with event coordinators to understand requirements and deliver creative assets on time.
- Helped increase participant turnout and engagement through compelling promotional designs.

EDUCATION

B.Sc. Information Technology
Lovely Professional University | Punjab, India   Jun 2022

PROFESSIONAL DEVELOPMENT

Adobe Photoshop 2022 Ultimate Course
Udemy   2022

Adobe Illustrator CC 2021: Essential Graphic Design Training
Udemy   2021

Responsive Website Development and Design Specialization
Coursera   2021

LANGUAGE EXPERTISE

- **Malayalam** – Native
- **English** – Fluent
- **Hindi** – Fluent
- **Arabic** – Basic
- **Tamil** – Conversational