



# FARD SHAHEED

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Results-driven professional offering a progressive, 8+ year career in all phases of graphic design & marketing. Specialist in creating solutions for print, web and video while working under not ideal conditions, yet providing the most optimal performance in core business systems. Expertly generating and managing branding assets and strategies to strengthen security posture, operational efficiency, and control costs for client bases.

## PROFESSIONAL EXPERIENCE

### Art Director • Graphic Designer

*Draf Ink*, New York, NY 1/07-present

- Started a sole-proprietorship specializing in graphic design and illustration consultation
- Directly secures accounts and completes projects currently for 5+ businesses, start-ups & individuals
- Negotiates with 4+ third-party consultants/vendors to prepare artwork for final output and distribution

### Art Instructor

*Keys to Abundant Life*, New York, NY 10/17-6/18

- Educated 15+ 6-8th grade students in design and illustration on a part-time and weekly basis
- Developed 15 week curriculum consisting of several projects ranging from object illustration to design
- Helped site coordinator with students producing layouts and images for cookbook projects

### Support Associate

*Victoria's Secret*, New York, NY 8/14-1/15

- Recreated size/measurement tags for drawers, shelves and bins, saving store time and money

## INTERNSHIPS & VOLUNTEERING

**Volunteer**, *Catholic Charities*, Bronx, NY 4/20-present

- Our team of four distributed food packages for 256 households in the Bronx, in two hours (11/18/22)

**Warehouse Helper**, *MFTA*, LIC, NY 2/16-present

**Team Leader**, *New York Cares*, New York, NY 4/20-7/24

- Provided guidance to groups of <10 volunteers and communicated progress to managers

**Graphic Designer**, *SoBRO*, Bronx, NY 3/19-5/19

## EDUCATION

### Bachelor of Fine Arts (Communication Design)

*NYC College of Technology*, Brooklyn, NY 6/24

### Certificates (Motion Graphics, Visual Design)

*Noble Desktop*, New York, NY 4/19-7/19

## AWARDS & HONORS

### New Yorker Of The Week

*Spectrum News NY 1* 1/23/23

### President's Volunteer Service Award (Gold)

*AmeriCorps/Points Of Light* 2023

### Certificate Of Recognition

*Mayoral Service Program*, New York, NY 2023

## CORE COMPETENCIES

- Creative/Art Direction
- Project/Workflow/Queue Management
- Client Relations & Retention
- Web Design & Development
- SEO/SEM Marketing
- Brand Identity & Logo Design
- Fine Art & Illustration
- Layouts/Mock-Ups/Compositions
- Mobile & Responsive Design
- Vendor/Agency Management

## SKILLS

- Concept Art
- FTP
- Photography
- Photo Retouching
- Print Design
- Scanning/Archiving
- Sketching/Drawing
- Social Media
- Typography
- Vector Art
- Vinyl Cutting
- Web Design
- Writing