

Mohammed Fareedu Ahamed Naseef Sharaf

Graphic Designer | Visual Content Creator

Batticaloa, Sri Lanka

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Professional Summary

Creative and detail-oriented Graphic Designer with hands-on experience in visual communication, branding, and digital content creation. Specialized in designing modern, ATS-optimized resumes, social media creatives, and marketing materials. Strong understanding of typography, layout design, color theory, and visual hierarchy. Passionate about delivering clean, impactful designs that strengthen brand identity and audience engagement.

Core Competencies

- Branding and Visual Identity Design
- Resume and CV Design (ATS-Friendly Layouts)
- Social Media and Marketing Graphics
- Typography and Layout Composition
- Color Theory and Design Principles
- Client Requirement Analysis
- Creative Problem Solving

Technical Skills

- Canva (Advanced)
- Adobe Photoshop (Basic – Intermediate)
- Microsoft Office Suite
- AI-Based Design Tools
- Digital Content Creation and Photo Editing
- Basic Programming Knowledge

Professional Experience

Freelance Graphic Designer

Self-Employed

- Designed 50+ professional resumes, CVs, posters, and social media creatives for clients.
- Developed modern and recruiter-approved resume templates optimized for ATS systems.
- Created branding materials including promotional banners, logos, and digital advertisements.
- Managed multiple client projects simultaneously while maintaining quality and meeting deadlines.
- Communicated directly with clients to understand requirements and deliver customized design solutions.

Education

B.Sc. Engineering (Hons)

University of Peradeniya, Sri Lanka

Present

G.C.E. Advanced Level (Physical Science)

Achieved 3 A's

2024

G.C.E. Ordinary Level

Achieved 8 A's and 1 B

Certifications

- Diploma in Graphic Designing
- Dual Diploma in English and IT – Orinsto Institute and Campus

Languages

Tamil – Native

English – Conversational Proficiency