

Mohamed Aashiq

Multimedia Designer | Branding, Social Content & Video

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PROFILE

Multimedia designer with 5+ years of experience turning brand strategy into design, video and motion. Has built identities from first sketch to complete brand systems, run social content for multi-brand groups, and produced campaigns, print and screen content for hospitality, retail, real estate and corporate clients across Qatar, North America and Sri Lanka. Works across design, video editing, motion graphics and 3D, so one idea can move from key visual to Reel to printed piece without losing consistency.

Brand Identity **Social Media Content** **Video Editing** **Motion Graphics** **Campaign Design**

Print and Packaging **Presentation Design** **3D Visualisation** **Arabic and English Layout**

EXPERIENCE

Multimedia Designer, *Ishtar Hospitality* Nov 2026 – Present | Doha, Qatar

Hospitality and restaurant group operating multiple F&B brands

- Lead visual content for the group's restaurant brands, keeping each brand's identity distinct and consistent across social, print and in-venue media.
- Shape campaign concepts and monthly content plans with the marketing team, covering seasonal promotions, holidays, events and openings.
- Edit promotional videos, Reels and TikToks, adding motion graphics and animation for short-form platforms.
- Direct photographers and videographers on creative requirements, and edit monthly photo content to brand standard.
- Design menus, advertising and restaurant packaging, including dielines, labels, stickers, takeaway bags and food boxes.

Graphic Designer, *Al Sharqi Holdings* Mar 2026 – Nov 2026 | Lusail, Qatar

Diversified group. Brands: Mr Valet, Al Sharqi, HomeCare Plus, Infinity Hospitality, HiWash, SPM, Skyora Real Estate

- Designed the Mr Valet VIP lounge at Mall of Qatar, a branded customer space in one of Doha's largest malls.
- Produced screen motion graphics for the West Walk digital screen, a high-footfall outdoor display.
- Created the HomeCare Plus identity, delivering the logo, visual language and brand guidelines for a new brand.
- Owned social media for six group brands, concepting, designing and producing content rather than only executing briefs.
- Edited and colour-graded raw footage into Reels and promotional videos, and animated explainer videos.
- Designed company profiles for HiWash, Infinity Hospitality and SPM, and catalogues and launch material for Skyora Real Estate.
- Delivered print-ready artwork for leaflets, banners, roll-ups and business stationery, plus presentations and 3D mockups in Blender.

Graphic Designer, *Kimp.io* Sep 2023 – Feb 2026 | Remote

Design subscription agency. Clients in insurance, corporate, hospitality, food and beverage, fitness, retail and real estate

- Delivered 6 to 9 projects a day for US and Canadian clients, balancing speed with brand accuracy.
- Worked inside each client's brand system, matching their typography, colour and visual rules.
- Designed pitch and corporate presentations, menus, brochures, posters, signage, social media and digital ads.
- Built logos and brand guidelines for start-ups and new product lines.

Graphic Designer, *Neo Digital Image* Feb 2022 – May 2023 | Sri Lanka

Marketing agency. Clients: Scope Cinema, Akbar Tea, Akbar Coffee, Bajaloco, Aditya Resort

- Created campaigns and animated content for Scope Cinema, a national cinema chain, shown on its cinema screens.
- Designed campaign and product visuals for Akbar Tea and Akbar Coffee, and menus for Bajaloco.
- Retouched and curated Aditya Resort's monthly Instagram feed.

Freelance Graphic Designer, *Independent Clients* 2019 – Present | alongside full-time roles

- Manage a client's social media end to end, from content calendar to publishing and community engagement.
- Plan, shoot, edit and colour-grade photo and video content, including a short film.

SKILLS AND TOOLS

Design: Adobe Photoshop, Illustrator, InDesign, Figma, PowerPoint
Motion and video: After Effects (tracking, masking, rotoscoping), Premiere Pro, Lightroom, colour grading (LOG, LUTs, scopes)
3D: Blender, photorealistic visualisation, product and environment mock-ups, animated walkthroughs
AI tools: Adobe Firefly, Photoshop generative tools, Nano Banana, ChatGPT

EDUCATION

BSc (Hons) Multimedia Technology, First Class Honours | *Kingston University*, UK | 2024 – 2025
Advanced Diploma in Advertising and Multimedia, Distinction | *NIBM*, Colombo | 2022 – 2023

LANGUAGES

English (professional), Tamil (native), Sinhala, Arabic (working knowledge for artwork and right-to-left layout)