

ARFAAN SHEZAD

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PERSONAL PROFILE

Creative graphic designer with over 10 years of experience in branding, marketing campaigns, websites, and social media content. Proficient in Adobe Creative Suite and Figma, delivering impactful visual content for both print and digital platforms. Focused on user-centered design that enhances brand identity, boosts engagement, and achieves measurable outcomes.

SKILLS

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| <ul style="list-style-type: none">• Adobe Photoshop• Adobe Illustrator• Adobe InDesign• Figma• Adobe Premiere Pro• Canva• WordPress• Graphic design• User interface design• UI design• User experience design• Brand identity development | <ul style="list-style-type: none">• Branding and logo design• Digital content creation• Social Media Content Creation• Video editing• Web design basics• Tutor (LMS)• Communication skills• Creativity and innovation |
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EXPERIENCE

04/2021 to Current

Graphic Designer

Golden Arrow Archery CIC

- Deliver marketing and creative design projects across digital and print channels, including promotional campaigns, social media content, event materials and presentations.
- Maintain brand consistency and create engaging visual content that supports growth, participation and community engagement.
- Established and strengthened the organisation's visual identity and marketing presence.
- Designed campaigns supporting sports programmes, fundraising initiatives and community events.
- Produced digital and print assets for websites, social media, marketing campaigns and promotional materials.

01/2017 to Current

Freelance Graphic Designer

Self-Employed

- Provide freelance graphic design services for businesses, community organisations and independent clients, delivering logos, brochures, flyers, posters, banners and social media content.

- Manage projects from concept to completion, ensuring creative solutions meet client objectives and deadlines.
- Delivered a wide range of branding, print and digital design projects across multiple sectors.
- Built strong client relationships through reliable project delivery and creative problem-solving.
- Successfully managed projects from initial brief through to final production and delivery.

06/2014 to 03/2021

Graphic Designer & Marketing Coordinator

Islamic Home Tuition

- Created marketing materials for educational courses, workshops, events, and community programmes, enhancing engagement through brochures, flyers, posters, banners, website graphics, and presentations.
- Supported the launch and growth of educational programmes through targeted marketing campaigns.
- Enhanced brand presence across digital and print platforms, contributing to a professional and recognisable identity.
- Collaborated with stakeholders to develop cohesive visual communications that strengthened brand consistency across multiple projects.
- Delivered a high volume of design projects while consistently meeting deadlines and quality standards.

PROFESSIONAL DEVELOPMENT

Google UX/UI Design Professional Certificate, Currently Studying, User Experience (UX) Design, User Research & User Journeys, Wireframing & Prototyping, Design Thinking, Figma & UX Design Tools

EDUCATION

2005

BTEC National Diploma in I.T. Applications
Dunstable College

2003

GCSEs: English, Maths, Science
Challney High School for Boys - Luton

LANGUAGES

English:  C2
Proficient

Arabic:  C2
Proficient

DRIVING LICENCE

Full UK Driving Licence with access to own vehicle