

Mirza Masod

Graphic Designer · Visual Communication · Brand Identity · Fresh Graduate, August 2026

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PROFESSIONAL SUMMARY

First Class Honours graduate in Design and Visual Communications (LASALLE College of the Arts, University of the Arts Singapore, August 2026) entering full-time practice with a multidisciplinary background well-suited to in-house environments. Experienced in conceptualising and producing on-brand collaterals across print, digital, social, and motion channels — working directly with stakeholders to translate briefs into clear visual outcomes. Proficient across Adobe Creative Suite, Figma, Canva, Procreate, and presentation tools (PowerPoint, Google Slides), with additional expertise in photo editing, video editing, and generative AI tools (Midjourney, Claude, ChatGPT, Kling). Complemented by two years of full-time National Service reinforcing structured communication, cross-team coordination, and reliable delivery under pressure.

PROFESSIONAL EXPERIENCE

Graphic Designer | PLUS Group

Singapore · Jun 2025 – Aug 2025

- Maintained brand consistency across print, digital, and social touchpoints for multiple concurrent client accounts, ensuring visual coherence from conceptualisation through to production-ready delivery.
- Conceptualised and developed editorial layouts, marketing collaterals, and brand guidelines, managing iterative stakeholder feedback cycles with minimal supervision.
- Produced adaptable collaterals across print, digital, motion, and social formats — scaling and repurposing visual systems efficiently across multiple concurrent deliverables.
- Created motion graphics, video edits, and multimedia content, extending brand presence across static and dynamic formats under tight turnaround timelines.

National Serviceman — Firefighter | Singapore Civil Defence Force (SCDF)

Singapore · Jun 2021 – May 2023

- Completed two years of full-time National Service, building leadership under pressure, cross-team coordination, and rapid decision-making capabilities across high-stakes operational environments.
- Trained in emergency response, standard operating procedures, and inter-agency coordination — competencies directly transferable to deadline-driven, team-based design environments.

Visual Design Associate — Branding & Digital Media | Singapore Polytechnic

Singapore · Jun 2019 – Aug 2019

- Produced visual communication collaterals for an established institutional brand, covering print, digital, and environmental applications across a multi-department organisation.
- Developed reusable digital media templates and visual systems deployed across official platforms, improving design consistency and operational efficiency.
- Translated briefs from non-design stakeholders into on-brand visual outputs, independently managing projects from brief to delivery across print and digital formats.
- Led logo redesign for SP Newsroom, developing updated brand mark and visual identity assets for an active institutional media platform.
- Directed and produced the Singapore Polytechnic graduation show, overseeing full creative vision, cross-team coordination, and end-to-end production of a large-scale student showcase.

Freelance Graphic Designer — Healthtech Branding | Galen Growth Asia

Singapore · Sep 2018 – Dec 2018

- Conceptualised and built visual identities for multiple healthtech brands within the Galen Growth portfolio, translating complex propositions into accessible, market-ready brand expressions.

- Produced investor-facing pitch deck presentations, marketing collaterals, and brand documentation, working directly with founders to align design output with business strategy.
- Managed brand collaterals and visual systems across multiple portfolio companies, strengthening organisational instincts for brand governance and cross-team design consistency.

Concept Artist & Visual Development Artist | MAGES Institute of Excellence

Singapore · Jul 2016 – Dec 2016

- Developed concept art, character design, and environment illustrations for interactive media and game development projects in a structured studio pipeline.
- Executed visual worldbuilding and narrative visual development across multiple project briefs within structured creative review pipelines.
- Delivered production-quality assets spanning character turnarounds, prop design, and atmospheric moodboards for studio pre-production approval.

EDUCATION

Bachelor of Arts (Hons) — Design and Visual Communications | LASALLE College of the Arts, University of the Arts Singapore · 2023 – 2026 (Graduating August 2026)

First Class Honours (Distinction) · Degree awarded under University of the Arts Singapore, a publicly-funded national arts university · Final Year Project: Threshold Assembly — a multi-artifact body of work comprising an editorial photobook, ambient album, and technical manual exploring memory, liminality, and institutional space · Dissertation: Liminal Engines: How Video Games Construct Threshold Experiences Through Spatial, Narrative, and Psychological Design (85/100, First Class)

Semester Exchange — Graphic Design BA (Hons) | University of Brighton, United Kingdom · Jan 2025 – May 2025

International exchange enriching cross-cultural design perspectives; supplementary travel to Rome and Switzerland

Diploma — Design and Visual Communications | Singapore Polytechnic · 2017 – 2020

CORE SKILLS

Design Practice: Brand Identity, Visual Communication, Editorial & Publication Design, Conceptualisation, Typography, Layout, Print Production, Motion Graphics, Infographic Design, Social Media Graphics, Spatial & Wayfinding Design, Packaging Design, Presentation Design

Digital & Interactive: Digital Publishing, UI/UX Principles, Generative Art & Creative Coding (p5.js, Python), Video Editing, Photo Editing & Retouching, Workflow Design & Diagramming

Software: Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Lightroom · Figma · Canva · Procreate · PowerPoint · Google Slides · p5.js · Microsoft Office Suite

AI Tools: Midjourney · Claude · ChatGPT · Gemini · Kling · Seedance · ElevenLabs

Soft Skills: Stakeholder Communication, Brief Interpretation, Brand Governance, Cross-department Collaboration, Independent Execution, Deadline Management

Languages: English (Full Professional) · Malay (Full Professional)

PROFESSIONAL RECOGNITION

- AngelHack HackSingapore — 2nd Place Finalist, Financial Inclusion Track
- HackSingapore — Certificate of Participation
- Exhibiting Designer — Form_Flux_Futures / PROBES-INTENT, Singapore Design Week 2024 · Showcased original design work at Earl Lu Gallery and Gallery 1, LASALLE College of the Arts, as part of the institution's official SDW programme
- Presenter & Panellist — DEL Conference 2024 · Presented AI-generated design work and participated in student panel discussion on the ethical use of AI in creative practice — a forward-looking discourse directly relevant to contemporary design industry concerns