

Farah Alkayed

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→ Design Intern

Transatlantika / Current

As a Design Intern at Transatlantika, I assisted in designing logos, marketing materials, and digital content using Adobe Creative Suite, contributed creative solutions during ideation sessions, and conducted design research to support project development. Additionally, I managed design assets, organized files, and performed revisions to ensure project alignment with client objectives.

→ Freelance Brand & Graphic Designer

Portland, OR / Current

As a self-employed Designer, I create visually appealing images, logos, and brand guidelines, aligning with clients' design systems and brand identity. I consistently deliver projects on schedule and exceed client expectations. I also produce and edit social media content for clients and develop marketing strategies for small businesses.

→ Brand Design & Marketing Coordinator

Teal & Scott / August 2023 - September 2024

In my role at Teal & Scott, I create social media content, schedule, and post across various platforms, ensuring a consistent brand identity and engagement. I also provide administrative support, including scheduling, correspondence, and document management. Lastly, I utilize analytics and to optimize content strategy and drive audience growth.

→ Layout Designer

Portland Vanguard / 2021

I crafted dynamic layouts for both an online Wordpress website as well as a print publication.

→ Design & Illustration

Pacific Sentinel / 2020

In collaboration with other peers, I designed, illustrated and produced a monthly University magazine.

Education

B.S. Graphic Design,
Portland State University

Skills

Adobe Suite
Microsoft Office
Canva
Digital Marketing
Market Research
Editorial Design
Illustration
Project Management
Client Communication
UX/UI
Content Planning
Motion Graphics

Honors

SOHO House Mentee
2024 cohort member of the SOHO House Portland x Creative Futures Collective Mentorship program.