

# Safin Hasan | Communications Specialist & Multimedia Designer

Design-focused strategic communicator with a background in UX, film, and photography.  
I lead creative teams and build design systems, visuals, and stories that solve problems,  
prioritize function, and are purposeful before beautiful.

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## EDUCATION

### Northwestern University, Bachelor of Science in Communication

Major: Media Industries & Technology

Focus: Integrated Marketing Communication

UREP Grant Recipient (from Qatar National Research Fund) - Presented at MSS, Chicago

Doha, Qatar  
May, 2023

## PROFESSIONAL EXPERIENCE

### Northwestern University in Qatar - Communications Coordinator

Full-time - Doha, Qatar | Sept 2023 - Present | 2 years 4 months

- Led key communication projects across campus, including revamping signage systems, internal entity branding, and designing internal and external visuals to support university messaging.
- Developed a stakeholder-tiered corporate gifting strategy with bespoke products to strengthen institutional relationships.
- Managed the university-wide digital asset system (MDAM), streamlining media access for stakeholders, overseeing assistants, and clearing backlog through improved workflows.
- Produced multimedia assets including headshots, 360 imagery, and specialized coverage for website and campaign platforms.
- Managed the updates of university website and internal platforms, coordinating directly with departments and troubleshooting.
- Captured and directed short-form and campaign video content for internal comms and digital signage; managed shoots from lighting and audio setup to post-production for social and web platforms.
- Oversaw production for university photo/video shoots including direction, gear setup, and post workflows.

### Alfardan Group - Graphic Designer (Creative)

Internship - Doha, Qatar | Jan - Apr 2023 | 4 months

- Developed graphics and motion content for BMW, Fiat, and Alfa Romeo across social media, internal screens, and dealership displays.
- Contributed to social media planning and campaign conceptualization through strategy meetings with the internal team and marketing leads, covering key campaigns like Women's Day, Ramadan, and National Sports Day.
- Designed packaging and branded materials for Alfardan subsidiaries, using Adobe Creative Suite.

### GL Events (FIFA World Cup 2022) - Photographer, Content Designer

Contract - Doha, Qatar | Nov - Dec 2022 | 2 months

- Served as lead photographer for the 6km Corniche fan zone during the FIFA World Cup, capturing daily content across 300+ live acts, performances, and stages under direct supervision of the Head of Creative.
- Delivered timely, news-ready images for the Hayya app, Supreme Committee platforms, and @Roadto2022 social media.
- Designed templates and established a visual system for over 50 daily wayfinding and announcement graphics across six large-scale digital screens, enabling rollout by the content team.

### Ogilvy - Graphic Designer (Creative)

Internship - Doha, Qatar | Jun - Aug 2022 | 3 months

- Designed social and PR graphics for clients: Qatar Tourism, QRDI, and Tarsheed; adapting content across digital and print channels.
- Supported seven campaign pitches as a visualizer: developing key visuals, researching visual language, and coordinating with freelancers for brands like QNB.
- Animated graphics for TV, adapted designs for web and outdoor media (including OOH and digital boards).

### Grey Advertising - Visualizer (Creative)

Internship - Dhaka, Bangladesh | May - Jul 2019 | 3 months

- Designed branding and web UI for a petition platform, including logo, visual identity, and print collateral aimed at younger audiences.
- Collaborated with art directors to create branding, packaging, and campaign materials for clients including UCB, Runner, Bashundhara, ACI, and Extreme.
- Developed illustrated brand elements and designed a large-scale feature wall for a tribal-themed waterpark.

## KEY SKILLS

- Visual & UX Design (AI, Figma)
- Photography (Editorial, Event, 360°)
- Adobe Creative Suite (AE, PS, ID, LR)
- Campaign Concept Development
- Data & Information Design
- CMS & Web Content Structuring
- Packaging & Print Design
- Research-Led Creative Direction
- Film (Direct, DOP, Script, Edit)

## PORTFOLIO OF WORK

[Design](#)[Photography](#)[Film](#)[safinhasan.com](#)