

Mahnoor Hasan

Graphic Designer

mahnoorhasan.design@gmail.com | 604-818-5409 | Toronto, Ontario | [Portfolio](#)

SUMMARY

A skilled Graphic Designer with a strong foundation in branding, typography, logo design, and editorial design. I hold a Bachelor's degree in Communication Design from Emily Carr University. Currently pursuing a Master's degree in Digital Futures at OCAD University, which allows me to delve into upcoming technologies like AI, VR, coding, and UI/UX design. My goal is to integrate digital tools and to push the boundaries of graphic design.

SKILLS

Software

- Photoshop
- Illustrator
- Indesign
- Touch Designer

Coding

- HTML
- CSS
- P5.JS
- Arudino

Skills

- Photography
- Illustration
- Typography
- Social Media

EXPERIENCE

Teaching Assistant

September 2025 - Present

OCAD

Toronto, ON

- Managed general course logistics including assignment distribution, communication, and classroom preparation
- Graded assignments and projects while providing detailed feedback to support student learning and skill development
- Supported students through office hours and class sessions, addressing questions on course concepts, projects, and technical challenges

Freelance - Bon Voyage

November 2023

Graphic Designer

Canada

- Helped refine Bon Voyage company's brand strategy, mission, story, and values by conducting in-depth market research
- Designed a visually appealing logo and comprehensive color palette (combination logo, wordmark, and icon) to effectively represent Bon Voyage Company's brand identity across both digital and print media channels
- Developed a detailed brand guideline outlining proper usage of the brand strategy and logos across various platforms, ensuring consistency and alignment with the company's vision

Canada Confesses

Aug 2022 - Sep 2024

Graphic Designer

Canada

- Designed professional and eye-catching designs for Instagram and their website as part of the design team at Canada Confesses
- Collaborated with team members to ideate, design, and publish engaging Instagram posts that increase awareness within tight deadlines
- Conceptualized and executed a visually captivating TikTok end screen, resulting in enhanced brand recognition and increased engagement

PROJECTS

Echoes of You

Oct 2024 - Nov 2024

- Group project highlighting the importance of body language in the digital age through the interactive puppet installation.
- Used Arduino and p5.js to create an interactive puppet that mimics users' movements using servo motors, a body pose model, and a webcam.
- Tasked with creating a friendly and intriguing look for the puppet and developing the p5.js coding.
- Collaborated with team members to design and develop an innovative exhibit for a gallery showcase. Shown at OCAD Digital Futures Open Show 2024.

Let's Tilt!

Sep 2024 - Oct 2024

- An interactive project showcasing multi mobile device connectivity that enhances social, spatial, and material networks using p5.js.
- Worked with team members to create a network of phones that communicated and reacted to the sound heard on nearby devices, thus changing colors.
- Incorporated a physical interactive component to further enhance the user experience.

The Environmental Cost of Denim

Sep 2021 - April 2022

- Designed an environmental awareness campaign addressing the direct and indirect environmental damages caused by overproduction and poor practices
- Conducted extensive market research by interviewing stakeholders and consumers to gain insights into consumers' perspectives and identify key target markets for the campaign
- Designed a digital e-book that effectively showcased the detrimental environmental impact of the denim industry through storytelling techniques, consolidating information from various sources using the Adobe Suite
- Created visually impactful design assets, including clothing tags, sustainable denim logo, and engaging Instagram media posts to raise awareness and promote sustainable consumer behavior change

Teapot Magazine

Sep 2020 - Dec 2020

- Art-directed and laid out a feature article on teas from around the world in a quarterly magazine, "Teapot," targeting tea enthusiasts and travelers
- Produced captivating original photography and illustrations that complemented the article, enhancing reader engagement and ensuring a visually appealing publication
- Conducted layout experimentation for the "Teapot" magazine to optimize visual presentation by balancing word count, text-to-picture ratios, and page limits

EDUCATION

OCAD

MDes, Digital Futures

2024 - 2026

Toronto, Ontario

Emily Carr University of Art + Design

BDes, Communication Design

2018 - 2022

Vancouver, British Columbia

BCIT

2023

Vancouver, British Columbia

- Photography & Lightroom: Building Your Photographic Vision
- Web Design