

SHAZZREEN ELYANA

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PROFESSIONAL SUMMARY

Creative and detail-oriented Graphic Design graduate with 2+ years of hands-on experience in branding, social media design and short-form video production across freelance, agency and industrial training roles. Proficient in Adobe Illustrator, Adobe Photoshop, Figma, Canva and CapCut, with a strong foundation in brand identity, typography, layout and content planning. Proven track record in producing branded social media content, marketing collateral and promotional videos that increased audience engagement, followers and client inquiries. Skilled in visual storytelling, content calendar management and cross-functional collaboration with clients and stakeholders. Seeking an entry-level Graphic Designer role to apply creative and technical skills in building strong, consistent visual identities that support brand growth. Portfolio at [yanasharif.com](#)

EDUCATION

Bachelor in Graphic Design (Honours) 3.54 CGPA	Oct 2023 – Jul 2026
Mara University of Technology (UiTM) Puncak Alam, Selangor	
Sijil Tinggi Persekolahan Malaysia (STPM) 3.25 CGPA	2021 – 2023
SMK Bandar Kota Tinggi Kota Tinggi, Johor	

SKILLS

Design Focus	Brand Identity, Social Media Design, Content Design, Visual Storytelling, Short-Form Video, Digital & Print Design
Graphic Design	Brand Identity Design, Logo Design, Corporate Identity, Layout & Composition, Typography, Colour Theory, Marketing Collateral, Print & Digital Design, Web & UI Design, Wireframing
Content & Video	Content Planning, Content Calendar Management, Social Media Management, Copywriting, Event Content Coverage, Short-Form Video Production, Videography, Video Editing, Storyboarding, Photography
Software	Adobe Illustrator, Adobe Photoshop, Figma, Canva, CapCut, Blender, Twinmotion, FlipaClip, Microsoft Excel
Languages	Malay (Native), English (Professional Working Proficiency), Arabic (Elementary)
Soft Skills	Creative Concept Development, Attention to Detail, Stakeholder Communication, Cross-Functional Collaboration, Project Coordination, Time Management, Creative Problem-Solving

EXPERIENCE

Graphic Designer Freelance 2 Year 5 Month	Apr 2024 – Present Remote Malaysia
- Created persuasive Facebook and Instagram content for freelance clients across multiple industries, contributing to a 25% increase in followers and a 20% boost in client inquiries - Designed marketing materials including posters, Instagram visuals, and digital ads aligned to each client's brand guidelines, increasing client brand recognition by 30% - Conceptualised and developed corporate identity materials such as business cards and brand collateral tailored to each client's target market, improving customer recognition and trust by 15%	

Content Creator & Graphic Design Intern | The Montessori Academy Mar 2026 – Aug 2026 | On-site | Kajang, Selangor
| 6 Month

- Designed social media graphics, educational carousels, posters, brochures, and branded assets for two preschool campuses, maintaining brand consistency across digital and print platforms
- Planned, filmed, and edited short-form videos and reels covering Montessori classroom activities, parent testimonials, school events, and enrolment campaigns – contributing to an estimated 20% increase in content views and social media engagement
- Produced branding and promotional content for both the school and the Founder's personal brand in support of marketing and enrolment campaigns
- Managed the full content pipeline – planning, scheduling, publishing, and digital content library organisation – while coordinating with teachers and management across both campuses

Admin cum Graphic Designer | JX Travel and Tours | 7 Month Aug 2024 – Feb 2025 | Part-Time | Puncak Alam, Selangor

- Designed business cards, itinerary booklets, and travel marketing materials that strengthened the agency's brand identity and professional image with clients
- Created platform-optimised social media posts and promotional content that boosted the agency's online presence, increasing customer inquiries by 25%
- Streamlined customer data entry and organisation in Microsoft Excel, reducing data retrieval time by 30% and speeding up day-to-day operations

Service Crew & Social Media Content | Min Cafe | 5 Month Aug 2024 – Dec 2024 | Part-Time | Puncak Alam, Selangor

- Designed and published social media content promoting the café's menu and special offers, increasing social media engagement by 30% and contributing to a 15% rise in foot traffic and customer inquiries
- Handled customer orders and cash and card transactions while coordinating between the kitchen and front of house, reducing transaction errors by 15%
- Prepared coffee and beverages to set standards and maintained a clean, hygienic floor with prompt table resets, improving table turnover by 20%

Graphic Designer | Aryshad Printing | 2 Month Jan 2024 – Feb 2024 | Semester Break | Kota Tinggi, Johor

- Designed digital banners, print materials, and stickers for general and brand-specific client needs, contributing to a 30% increase in client satisfaction and repeat business
- Managed the end-to-end design process from client brief to final print-ready files, achieving 100% project approval and improving delivery times by 20%

CERTIFICATIONS & TRAINING

[Adobe Illustrator CC – Advanced Training Course](#) | Udemy (2025)

[Adobe Photoshop CC – Essentials Training Course](#) | Udemy (2025)

[Adobe Illustrator CC – Essentials Training Course](#) | Udemy (2023)