



# AIMAN SAYEED

## Communication design

DAIICT(Dhirubhai Ambani Institute of Information and Communication Technology)

M.des

Ph no-9936447905 Email- [Aimann.sayeed04@gmail.com](mailto:Aimann.sayeed04@gmail.com)  
Behance-[https://www.behance.net/aiman\\_sayeed](https://www.behance.net/aiman_sayeed) LinkedIn- <https://www.linkedin.com/in/aiman-sayeed-751895234/>

Examination	University	Institute	Year	CPI%
Post Graduation(1s yr)	DAIICT	DAIICT	2024-2025	8.29
Graduation	FDDI	FDDI	2019-23	9.60
Intermediate/+2	CBSC	DPS jankipuram	2017-19	8.70

### Thesis and degree programme

#### Footwear design

(B.Des graduation project – MODULE FOR REUSING WASTE AND SETTING UP LEATHER BY PRODUCTS UNIT IN DESIGN ASPECTS)  
Guide: Mr. Deepak Choudhary,Mr. Elayaraja,Mr. Abdul Rahuman) (April 2023)

#### Communication Design

(M.des projects) Guide: Prof. Vishvajit Pandya,prof.Anirban Dutta Gupta) (July'24 May'25)

Studied key subjects like Culture and Communication, Image-Text-Sound, Fundamentals of Design, Information Design, Interaction Design, Photography, Videography, Narratology, and History of Design. Worked on a project exploring vernacular typography and the role of regional scripts in visual identity. Gained skills in storytelling, design research, and visual communication, with a growing interest in animation and cultural narratives.

### Course projects and skills

#### Culture and Communication Research Project – Sewai Ritual during Eid

- Explored the tradition of making Sewai at home during Eid as a cultural ritual.
- Analyzed its symbolic elements: ingredients, sharing, and family bonding.
- Highlighted how it's more than cooking—it's a ritual filled with meaning.
- Created illustrations to visually interpret the symbolism and process.

#### Vernacular Typography – History of Design

- Studied old Ahmedabad's typography through form, function, material, and context.
- Compared old city styles with newer areas to show contrast in design evolution.
- Highlighted how traditional styles reflect local culture and history.

#### Color Blindness Awareness – Visual & Digital Prototype

- Created a visual display showing color blindness prevalence across Indian states.
- Developed a Figma prototype with interactive data, facts, and a color blindness test demo.
- Aimed to raise awareness and help users understand visual challenges faced by others.

#### Interaction Design – Board Game: TIMO

- Designed and developed a board game from scratch, including game board, in-game currency, trick cards, and player interactions.
- Created the visual and functional design of the packaging and box.
- Refined the game through multiple iterations and user testing with basic prototypes.

#### Image, Text, Sound – Visual Storytelling

- Created visual interpretations of poetry, combining illustration and narrative.
- Developed a complete story (Tefnut's Story), including writing, dialogue, and character visuals.
- Added soundscapes to enhance narrative immersion and emotional impact.

#### Ethnographic Research – Mashru Weaving

- Studied the cultural and historical context of Mashru fabric through field visits and interviews.
- Documented the craft with writing, illustrations, and on-site photography.



## Technical skills

### Applications:

Adobe Photoshop, Adobe Illustrator, Figma, Procreate, Adobe fresco, Adobe Lightroom ,Adobe Premier pro

### Mediums and skills:

Story boarding, Sketching, Knowledge of different art mediums, Storytelling, Communication skills, Photography, Videography, Typography

## Work experience & Internships

### Exhibit posters (MDes DAIICT)

(June 2024- May 2025)

At the end of each module, a poster was created to represent and promote the final showcase. The design was based on the key idea of the module, using colors, type, and layout that reflect its theme and process. Each poster acted as both an event invitation and a visual summary of the work, giving viewers a glimpse into what the module explored.

### Freelance Designer

(2023-2024)

Poster design  
Illustration prints  
Static frame animatics  
Character design  
Logo designs  
Storyboarding

### Graphic Footwear Intern | Apollo International Ltd.

(15 June 2022-15 Aug 2022)

Footwear design  
During this internship, I worked on designing original footwear sketches by studying and analyzing existing products from various brands to understand market trends and design language. I also created brochures and client presentations to clearly communicate design concepts. The role involved hands-on material exploration—researching suitable materials, coordinating with vendors, and getting samples made to support the development of final products.

### Head Graphic Designer (Intern) | RSVI (NGO)

(Jan 21-Feb 21)

It was related to creating social media and print content to promote the organization and its events. This included designing engaging posts, stories, and banners tailored to the NGO's mission and visual identity. The work focused on clear, impactful communication to raise awareness.

## Co-Curriculars

- Pop up stall at comics conclave @IIT Gandhinagar
- Design Exhibits at campus (DAIICT)
- First position in cap painting competition at campus
- Exhibit of Color blindness project at curiosity carnival @IIT Gandhinagar
- Wall mural (footwear doodle) (2022)
- Presented graphic collection at a college event
- Fashion styling -Cultural week 2019 Fashion show
- Former team member
- Art society at school (class 7th-12th)

(2025)

(2024-2025)

### Portfolio link-

<https://www.behance.net/gallery/225405825/Communication-design-portfolio>