

**Envestnet Institute**  
*On Campus*



Build a great profile



Rock Your Profile



# Personal Brand

Reputation

Professional identity

How you show up

Who you are, what you do, why it matters

Based on strength, ability and interests

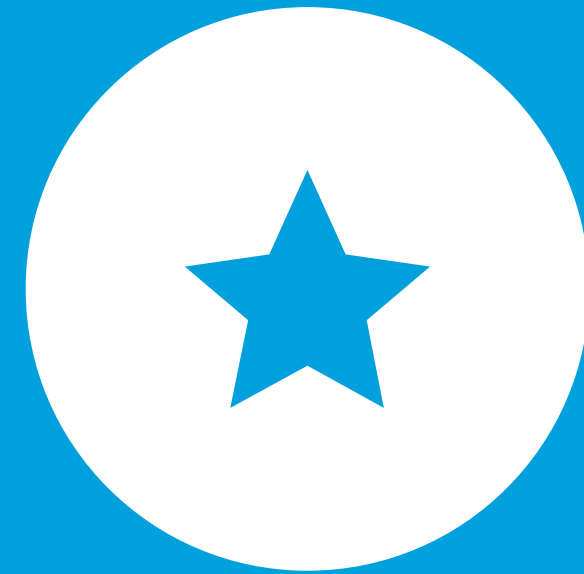
Demonstrates fit and distinction






*A brand is what people say  
about you when you are not in  
the room.*

-Jeff Bezos



Build a great profile





**Hasan Ahmed**

1st • PREMIUM

Multimedia & Emotion Architect

San Francisco Bay Area | Graphic Design

Current

LinkedIn

Previous

HA! Freelance, Zodiac Aerospace, Centric Media

Education

San Jose State University

Send a message

View in Recruiter

359  
connections

## Background

### Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.

### Experience

#### Senior User Experience Designer

LinkedIn

December 2014 – Present (5 months) | Mountain View, California



#### Contract Designer

KMidori Design & Easy Art Co.

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

#### User Experience Designer

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California



► 1 recommendation



# Add a professional photo

# 14x

## More views with a profile photo than without


Source: <https://iwww.corp.linkedin.com/wiki/cf/display/PRT/Value+statements+for+Profile+Editing>

2

Write an attention-grabbing headline

Explain what it is you do

Show your passion and value



**Hasan Ahmed**  
Multimedia & Emotion Architect  
San Francisco Bay Area | Graphic Design

Current LinkedIn  
Previous HAI Freelance, Zodiac Aerospace, Centric Media  
Education San Jose State University

Send a message View in Recruiter

1st • PREMIUM  
359 connections



**Karyssa Magann**

UX Designer, Animal Whisperer & Presentation Guru  
San Francisco Bay Area | Graphic Design



**Mike Gamson**

Passionate about investing in people  
Chicago, Illinois | Internet



**Reid Hoffman**

Entrepreneur. Product Strategist. Investor  
San Francisco Bay Area | Internet


**User Experience Designer**

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California

► 1 recommendation





**Hasan Ahmed**  
Multimedia & Emotion Architect  
San Francisco Bay Area | Graphic Design

Current

LinkedIn

Previous

HAI Freelance, Zodiac Aerospace, Centric Media

Education

San Jose State University

Send a message

View in Recruiter

1st

PREMIUM

359

connections

## Background



### Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.



### Experience

#### Senior User Experience Designer

LinkedIn

December 2014 – Present (5 months) | Mountain View, California



#### Contract Designer

KMidori Design & Easy Art Co.

November 2007 – Present (7 years 6 months) | San Francisco Bay Area

#### User Experience Designer

LinkedIn

December 2012 – December 2014 (2 years 1 month) | Mountain View, California



► 1 recommendation

3

## Draft a compelling summary

Focus on career accomplishments and aspirations

Recommend 40 words or more

Include keywords – not buzzwords





## User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

► 1 project



## Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstien & Parker F/W 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

## Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

### Tasks

4

# Detail your past work experience

12x

## More profile views than those without



## User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

► 1 project

## Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstien & Parker F/W 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

## Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)



Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

### Tasks

5

Add examples of your work  
in photos presentations &  
videos

Give a dynamic, visually appealing  
representation of your professional story



#### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

#### Tasks



Skills

6

# Add skills and get endorsed for them

Include a mix of high level and niche skills

#### Top Skills

40	Graphic Design	+	
27	Photography	+	
25	Illustrator	+	
23	Advertising	+	
19	Video Production	+	
16	Logo Design	+	
15	Music Production	+	
15	Typography	+	
12	Adobe Creative Suite	+	
10	Sound Design	+	

#### Hasan also knows about...

10	Graphics	+	9	Web Design	+	9	Digital Photography	+			
8	Art Direction	+	7	CSS	+	7	InDesign	+	7	Creative Direction	+
7	Layout	+	6	Motion Graphics	+	5	Wide Format Printing	+			
5	Commercial Product...	+	5	Digital Printing	+	4	Print	+			





## Volunteer Experience & Causes

### Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

### Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees

January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

### Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

### Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

### Organizations Hasan supports:

- Sierra Club

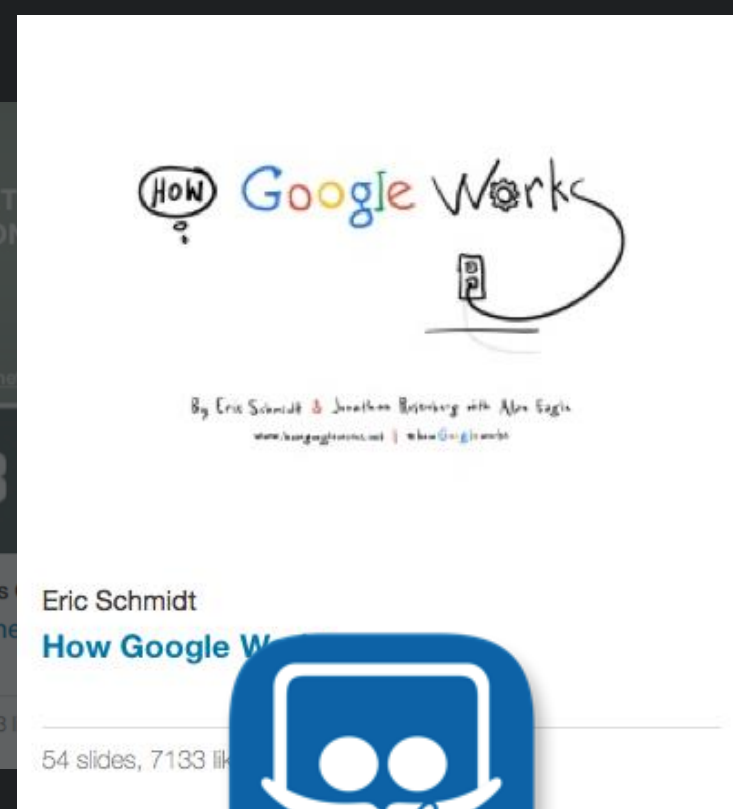


# Include Volunteer Experiences & Causes

## Links & Projects

## Awards

# The most relevant professional news and knowledge



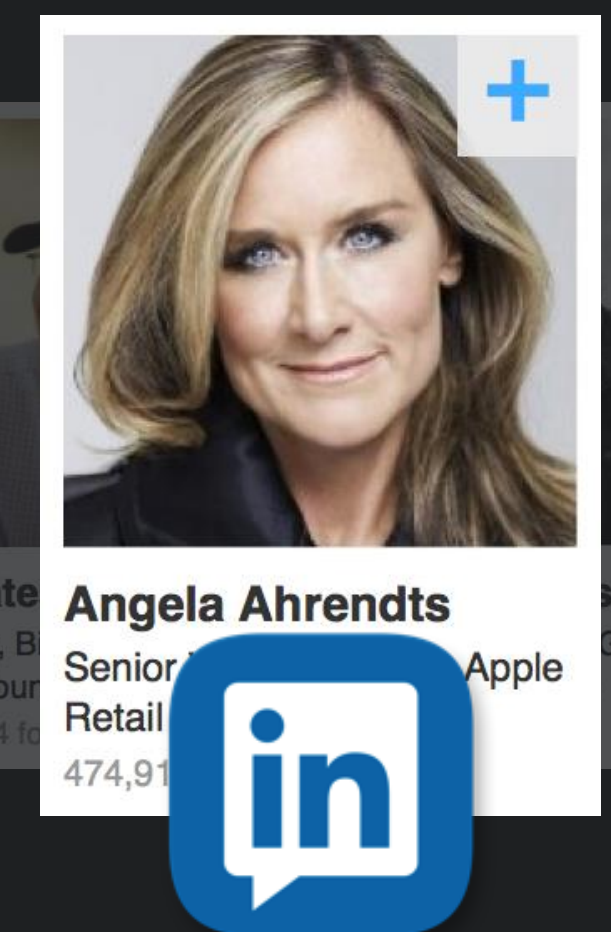
SlideShare



Groups



Pulse



Influencers & Publishing

# Sharing updates vs. publishing posts

Helping you grow and engage your network



## UPDATES

---

Share links, articles, images, quotes or anything else your followers might be interested in



## PUBLISHING

---

Deeply explore topics that matter to you, then watch the comments to see your impact