

RESUME & DESIGN
PORTFOLIO

Abdul
Rahman
Majeedi

2025

 ar-majeedi

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3152 Covewood Court
Falls Church, Virginia 22042

Hello!

This portfolio is packed with a variety of projects, from branding and editorial design to marketing materials and digital content. It's a bit lengthy, but that just means more great work to explore! Take your time, scroll through, and enjoy.

Oh, and here's a little bonus—the Table of Contents is clickable, so you can jump straight to any section that catches your eye. Plus, there are links to video and motion projects, so be sure to check those out!

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RESUME

Abdul Rahman Majeedi

GRAPHIC DESIGNER

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ABOUT ME

A designer who loves bold branding, editorial design, and digital content that actually grabs attention. With experience working in-house at IRI and collaborating with various clients, I craft clean, modern, and strategic visuals that make an impact.

From branding and reports to social media campaigns and motion graphics, every project is designed to stand out and leave a lasting impression. Design should be clear, engaging, and never boring—because great visuals tell a story that people remember.

When not designing, there's a good chance I'm perfecting a chai recipe or exploring new creative trends. Let's make something impactful together!

EXPERIENCE

IRI – WASHINGTON, D.C.

Senior Visual and Creative Designer Jun. 2022 – Feb. 2025

Led branding and design for IRI and sub-brands, improving consistency and recognition. Developed high-impact reports, motion graphics, and video content, boosting audience engagement. Directed branding for the By The People podcast and mentored junior designer.

Visual and Creative Designer Oct. 2019 – Jun. 2022

Created infographics, reports, and digital assets, improving stakeholder presentations and brand consistency. Supported video editing and ensured WCAG accessibility compliance.

CBRE – TYSONS CORNER, VA

Graphic Designer Aug. 2019 – Sep. 2019

Designed marketing materials and branding assets, supporting successful campaigns and improving client communication.

FREELANCE

Graphic Designer Mar. 2010 – Present

Provided branding, digital design, motion graphics, and infographics, helping clients enhance their visual identity and strategic decision-making.

CORE SKILLS

Branding & Identity Design
 Graphic & Digital Design
 PowerPoint & Executive Presentations
 Document Formatting & Brand Consistency
 Motion Graphics & Video Editing
 Photography & Videography
 Creative Direction & Storytelling
 Print & Digital Media
 Data Visualization & Infographics
 Leadership & Mentorship
 Time Management & Deadline-Driven Execution

TOOLS & SOFTWARE

Adobe Photoshop Illustrator InDesign Lightroom
 After Effects Premiere Pro Audition Figma
 Maxon Cinema 4D Microsoft Office Tableau HTML
 ArcGIS Power BI CSS

EDUCATION

SALAM UNIVERSITY, KABUL, AFGHANISTAN

Bachelor of Computer Science Apr. 2013 – Oct. 2016

ADDITIONAL LANGUAGES

Pashto, Dari (Native)
 Urdu, Hindi (Fluent)

01

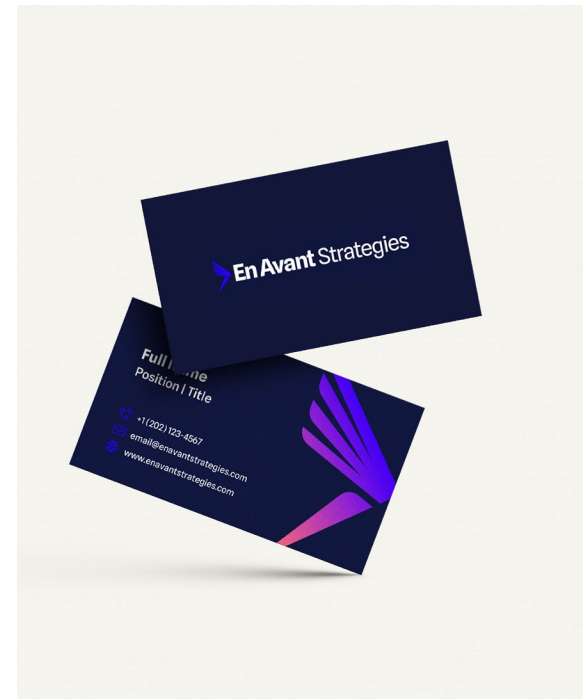
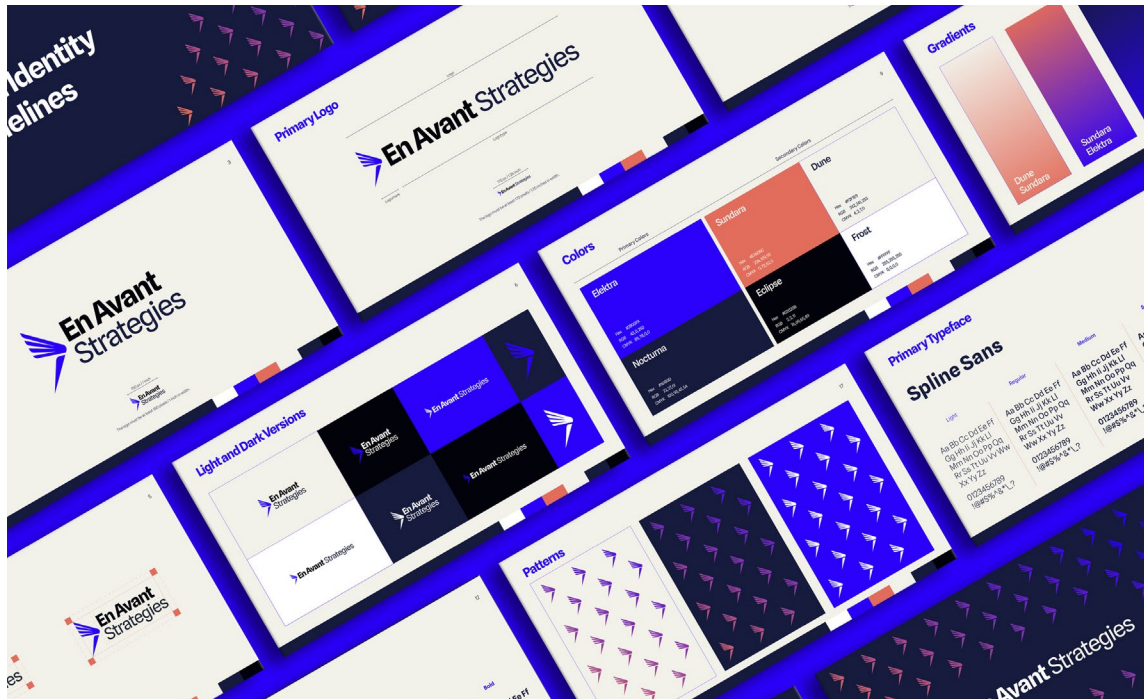
Branding and Visual Identities

EN AVANT STRATEGIES

BRANDING & VISUAL IDENTITY | 2025

En Avant Strategies (EAS) is a mission-driven global consultancy specializing in strategic communications, executive positioning, and transatlantic partnerships. EAS provides high-level advisory services to political leaders, Fortune 500 corporations, and advocacy organizations navigating complex challenges.

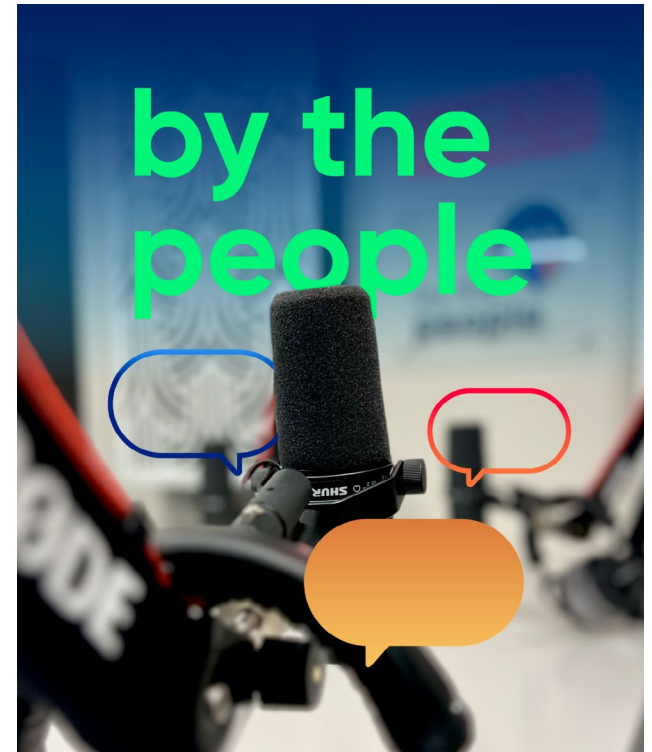
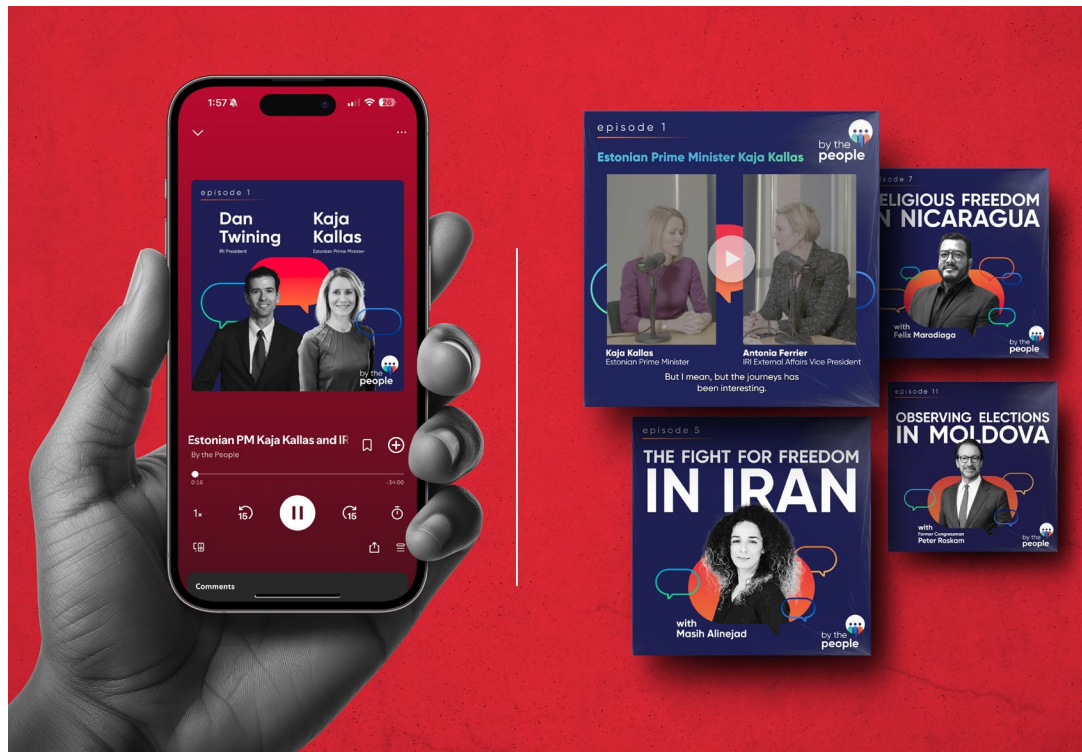
I developed the branding and visual identity for En Avant Strategies, ensuring a modern, bold, and professional aesthetic that reflects the firm's strategic expertise and global impact.



BY THE PEOPLE: A FRESH VOICE FOR GLOBAL CONVERSATIONS

PODCAST BRANDING, VISUAL IDENTITY,
PROMOTIONAL DESIGN | 2024

By The People (BTP) is more than just a podcast—it's a platform for engaging, thought-provoking discussions that matter. With a focus on democracy, governance, and global affairs, BTP brings together voices from around the world to explore topics like voting, research insights, front-page news, and more.



NICKY'S THAI KITCHEN

BRAND IDENTITY, LOGO DESIGN | 2025

For years, Nicky's Thai Kitchen has been a beloved destination for authentic Thai cuisine. However, as the culinary scene evolves, so must its brand identity. To create a stronger connection with both loyal patrons and new customers, I proposed a refreshed branding concept that modernizes its visual presence while honoring Thai heritage. At the heart of the new identity is the Thai Kinnara, a celestial figure from Thai mythology that symbolizes grace, hospitality, and cultural richness. This emblem serves as a welcoming brand mascot, embodying the restaurant's warm atmosphere and dedication to authenticity.



OTHER BRAND AND VISUAL IDENTITIES



INTERNATIONAL REPUBLICAN INSTITUTE

Anniversary Logo lockup | 2023



INTERNATIONAL REPUBLICAN INSTITUTE

Soft Rebrand | 2020



TRANSATLANTIC SECURITY INITIATIVE

Visual Identity | 2020

OTHER BRAND AND VISUAL IDENTITIES (CONTINUED)



IDAHO DEMOCRATS | 2017

Visual Identity



U.S. EMBASSY
K A B U L

U.S. EMBASSY | 2017

Social Media Visual Identity



EXPLORE BOST - TOURISM | 2014

Visual Identity

02

Editorial & Print Design

IRI 2024 IMPACT REPORT

REPORT DESIGN | 2025

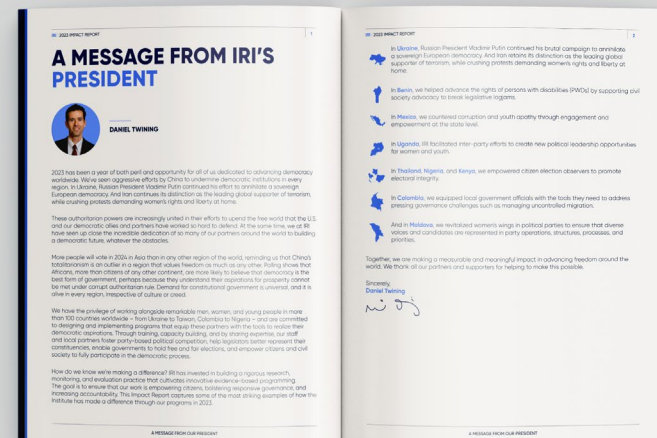
The IRI 2024 Annual Impact Report highlights the organization's key achievements and efforts in advancing democracy worldwide. It provides an in-depth look at programs, partnerships, and policy initiatives that have contributed to strengthening democratic resilience over the past year.



IRI 2023 IMPACT REPORT

REPORT DESIGN | 2024

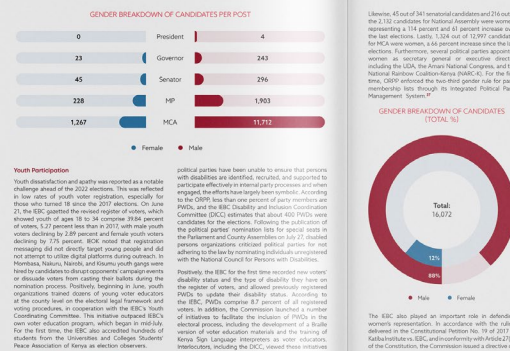
The IRI 2023 Annual Impact Report highlights the organization's key achievements and efforts in advancing democracy worldwide. It provides an in-depth look at programs, partnerships, and policy initiatives that have contributed to strengthening democratic resilience over the past year.



NDI/IRI INTERNATIONAL ELECTION OBSERVATION MISSION TO KENYA

REPORT DESIGN | 2022

This report provides an in-depth analysis of Kenya's 2022 general elections, offering key findings and recommendations to strengthen electoral integrity. As part of the design team, I developed a structured and visually engaging layout that enhanced readability and accessibility. The report serves as a critical resource for policymakers, civil society, and election stakeholders.

[illegible]

July 27 meaning that of candidates who comply with the two-part trigger test. After the BBC decision was struck down, the Electoral Commission (EC) announced that if the candidate lists had 81 parties were eventually elected, the EC would have to consider the possibility of the final list of candidates, as well as the election results, to determine whether the EC should have intervened.

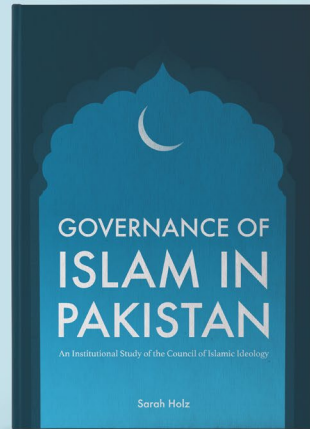
Despite the significant increase in women candidates, 1032 women continued to face cultural and economic barriers to political participation. Most women candidates still had the ability to mobilize resources to sustain their political careers, but they often had to rely on support from family members, networks, and rarely parties in different ways from men.

After the 2012 election, numerous dozens of women candidates were harassed online and on the campaign trail, which hampered their ability to campaign freely and interact with voters.¹⁶ Many women candidates were also subjected to verbal abuse and sexual harassment from voters, and even from both male and female opponents and supporters.¹⁷ This also occurred in the physical appearance or marital status.

For example, during a July 19 rally, Deputy Interior Minister attacked the male leader of Kwa Governor Chibombo's campaign team, accusing him of being involved in 2008.

and FRCN, remains significantly underrepresented in political parties and election bodies, and women are underrepresented in all political positions in the public sector. According to the CBPP's 2014 report, only 19.5% of the members of the national executive committee are women, while nationally, only 11.8 percent of registered parties are led by women. Women, youth, and PWD party leaders are also underrepresented in political parties and are excluded during the electoral period to mobilize party supporters and voters.

[illegible]



GOVERNANCE OF ISLAM IN PAKISTAN: A VISUAL NARRATIVE OF INSTITUTIONAL INFLUENCE

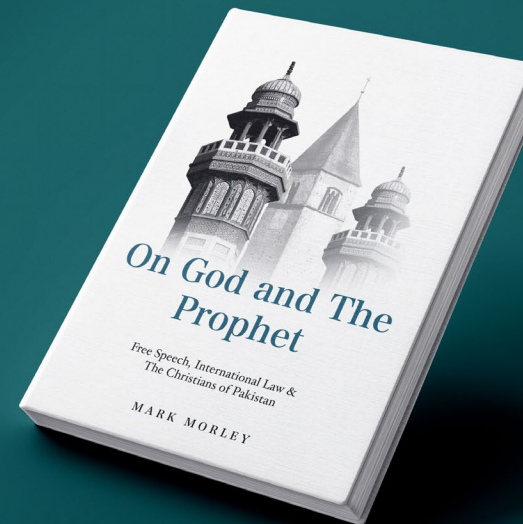
BOOK COVER DESIGN, VISUAL IDENTITY | 2021

Governance of Islam in Pakistan delves into the intricate relationship between religious institutions and the modern state, offering a deep analysis of the Council of Islamic Ideology's role in shaping policy. The cover design reflects the book's scholarly depth, featuring a refined aesthetic inspired by Islamic architecture and traditional motifs. The layered archway and crescent moon evoke the themes of structure, governance, and faith, while the cool-toned palette conveys authority and academic rigor.

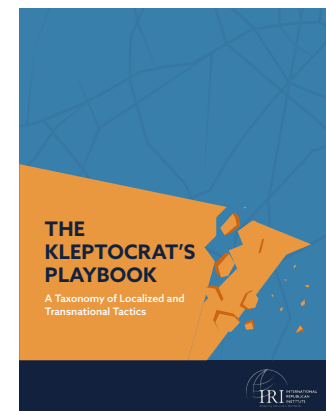
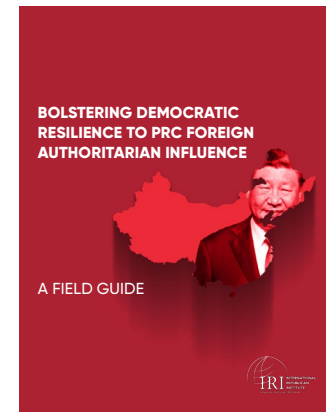
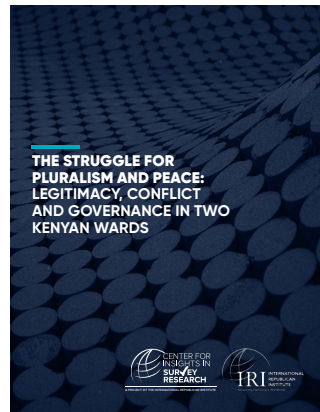
ON GOD AND THE PROPHET: FREE SPEECH, INTERNATIONAL LAW & THE CHRISTIANS OF PAKISTAN

BOOK COVER DESIGN, VISUAL IDENTITY | 2021

Free speech, religious expression, and international law converge in *On God and the Prophet*, a powerful exploration of the challenges faced by Christians in Pakistan. The cover design reflects these themes through a bold yet balanced composition—merging structured typography with a minimalist, symbolic aesthetic that evokes depth and discourse.



OTHER EDITORIAL & PRINT DESIGN



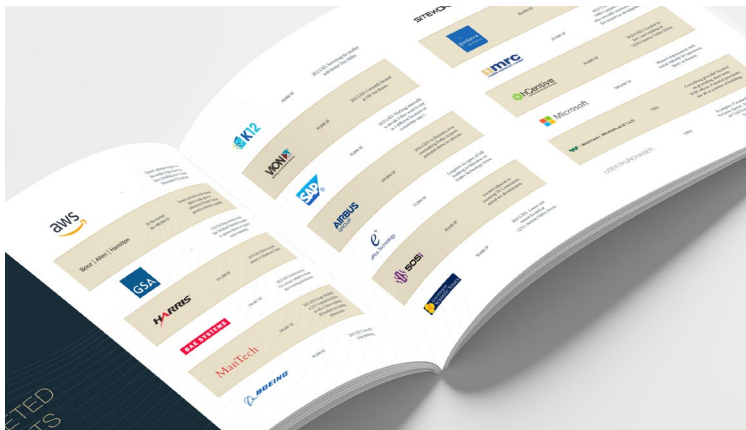
03

Marketing & Digital Content

CBRE – MRP FLIPBOOK

MARKETING MATERIAL | 2019

A comprehensive marketing flipbook highlighting the key features, amenities, and leasing opportunities of Worldgate Centre. Designed to provide potential tenants with a detailed and engaging overview of the property.

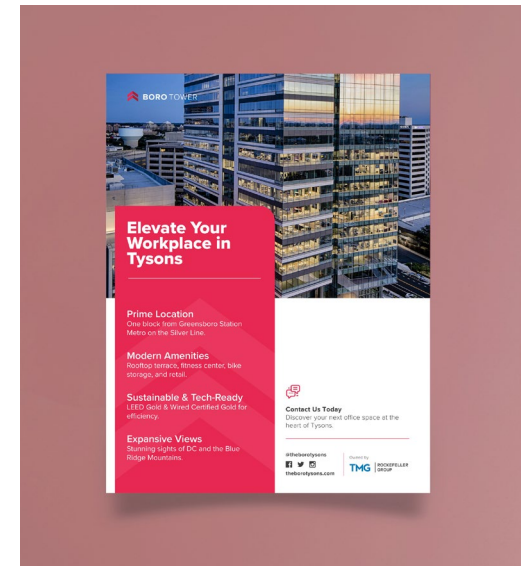




CBRE – BORO TOWER

MARKETING BROCHURE | 2019

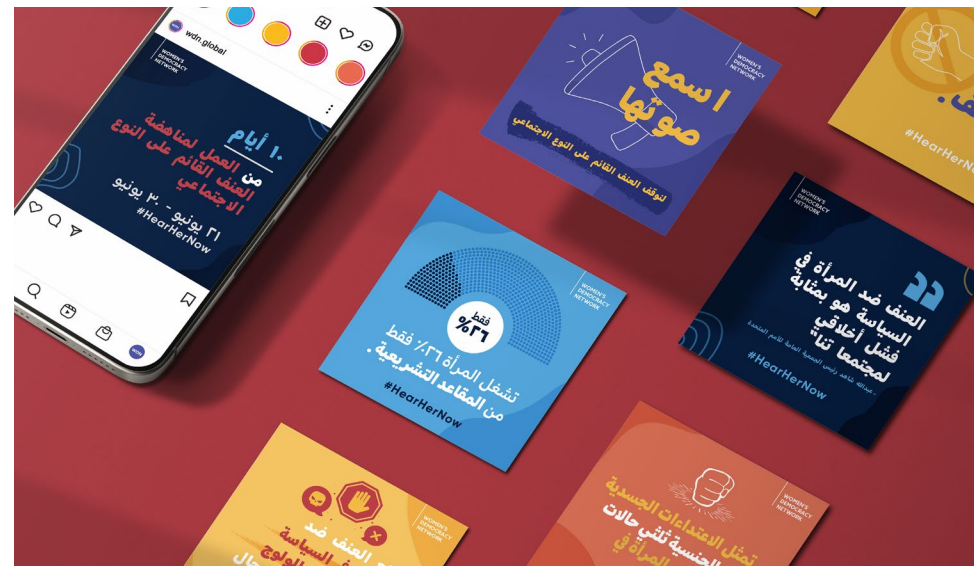
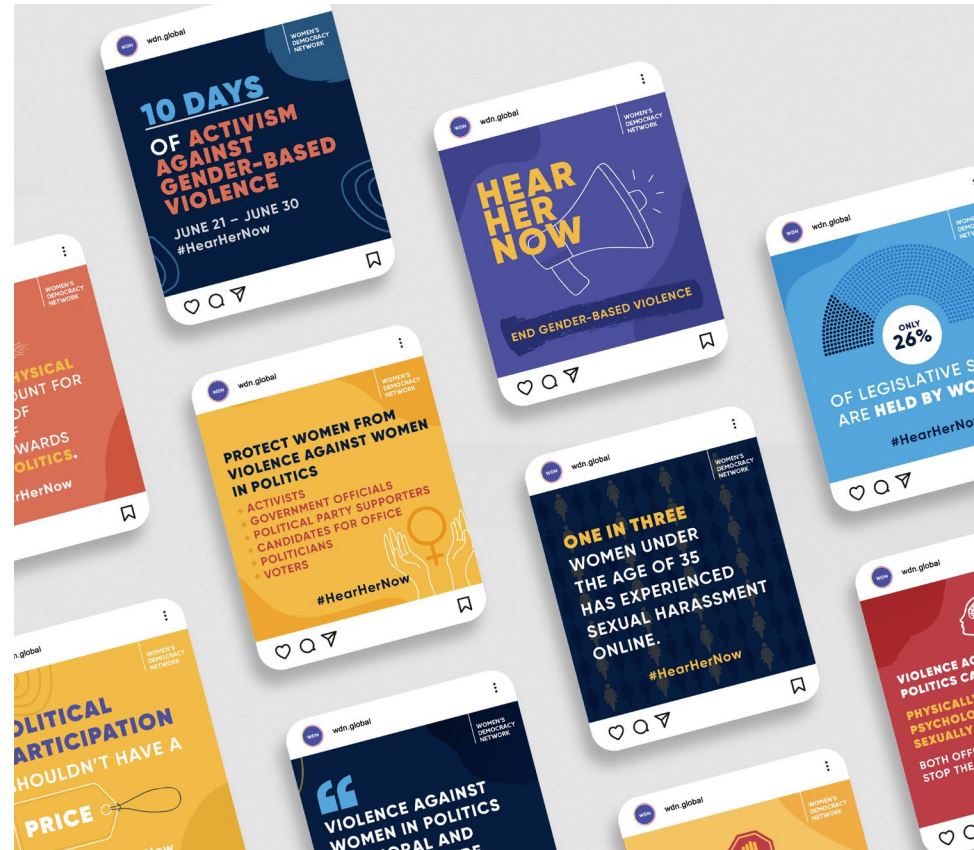
A comprehensive marketing brochure highlighting the key features, amenities, and leasing opportunities of the Boro Tower. Designed to provide potential tenants with a detailed and engaging overview of the property.



10 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

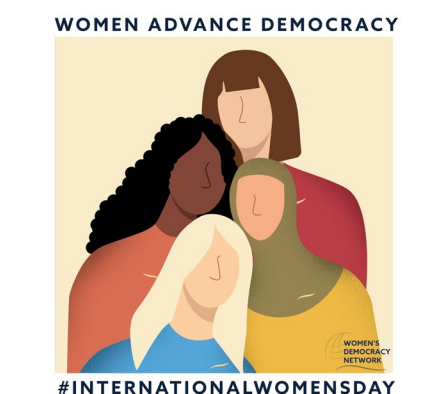
SOCIAL MEDIA CAMPAIGN | 2022

A powerful 10-day global campaign raising awareness and advocating against violence against women in politics. #HearHerNow resonated across four languages— English, Spanish, Arabic, and Portuguese—amplifying voices, sparking conversations, and driving action.



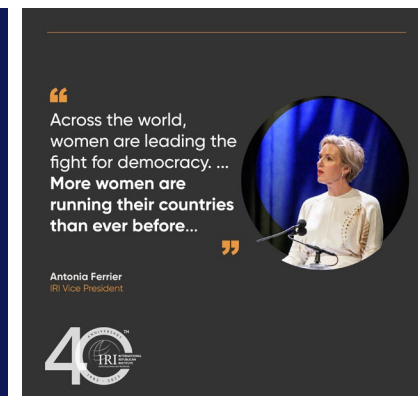
SOCIAL MEDIA CONTENT

2019 - 2024



SOCIAL MEDIA CONTENT (CONTINUED)

2019 - 2024



EVENT MARKETING & DIGITAL CONTENT

2019 - 2024

United Against Kleptocracy: Transatlantic Responses to Transnational Corruption



Troy Dougall
Senior Legislative
Assistant, Office of Rep.
John Curtis (UT-03)



József Péter Martin
Executive Director,
Transparency International
Hungary



Maria Nizzero
Research Fellow, Centre
for Financial Crime and
Security Studies, RUSI



Lucia Cizmaziova
Research and Policy
Coordinator, Civil Forum
for Asset Recovery



Tutu Alicante
EG Justice Executive
Director



Bridget Millman
Senior Program Officer,
National Endowment for
Democracy

November 17, Friday 9:30 – 16:30 CET

Thon Hotel EU, Rue d'Arlon 81, 1040 Brussels, Belgium

In-person only, seats reserved on first-come, first-served basis

Book Talk with Andrew Small No Limits: The Inside Story of China's War with the West

**Thursday
February 2, 2023
4:00 PM ET**



Andrew Small
Senior Transatlantic Fellow,
Asia Program, German
Marshall Fund of the
United States



Daniel Twining
President, International
Republican Institute

IRI INTERNATIONAL
REPUBLICAN
INSTITUTE
Advancing Democracy Worldwide

Reagan Events Center
1225 I St NW #800, Washington,
DC 20005

BOOK TALK WITH CHRISTOPHER WALKER AND WILLIAM J. DOBSON: DEFENDING DEMOCRACY IN AN AGE OF SHARP POWER



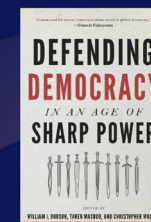
Daniel Twining
President,
International
Republican Institute



Christopher Walker
Vice President for
Studies and Analysis
National Endowment
for Democracy (INED)



William J. Dobson
Co-Editor, Journal of
Democracy
National Endowment
for Democracy (INED)



**Wednesday, November 15th
4:00 PM – 5:00 PM ET**

Reagan Events Center
1225 I St NW #800, Washington, DC 20005

TRANSNATIONAL CRIME AND DEMOCRACY: A BOLIVIAN AND ECUADORIAN CASE STUDY AHEAD OF AN ELECTION YEAR

Speakers

Closing Remarks

Moderator



Steven Dudley
InSight Crime



Ambassador Jaime Aparicio
Bolivian Diplomat



Maria Paula Romo Rodriguez
Florida International University



Antonio Garrastazu
Senior Director, Latin America
and the Caribbean, IRI



Ryan Berg
Center for Strategic and
International Studies

REAGAN EVENT CENTER
1225 I ST NW #800, WASHINGTON, DC 20005

TUESDAY, DECEMBER 10, 2024
2:00 PM – 3:00 PM

IRI INTERNATIONAL
REPUBLICAN
INSTITUTE
Advancing Democracy Worldwide

EVENT MARKETING & DIGITAL CONTENT (CONTINUED)

Discussion with Armenian Parliamentarians: Challenges and Progress in Implementing Democratic Reforms in Armenia

Opening Remarks

Moderator

Speakers

Daniel Twining
President, International Republican Institute

John E. Herbst
Senior Director, Eurasia Center, Atlantic Council

H.E. Lilit Melikyan
Ambassador of the Republic of Armenia to the U.S.

Stephen B. Nix Esq.
Senior Director, International Republican Institute

Hayk Kanjanyan
Member of the National Assembly of Armenia, Head of Civil Liberties Division

Sargis Khondaryan
Member of the National Assembly of Armenia, Civil Liberties Division, Chair of the Working Committee on Foreign Relations

Hripsime Grigoryan
Member of the National Assembly of Armenia, Civil Liberties Division, Standing Committee on Defense and Security

Vahagn Aleksanyan
Member of the National Assembly of Armenia, Civil Liberties Division, Standing Committee on Defense and Security

IRI INTERNATIONAL REPUBLICAN INSTITUTE
Advancing Democracy Worldwide

Atlantic Council
EURASIA CENTER

Tuesday, May 9, 2023
3:00 PM – 4:00 PM ET

Ronald Reagan Events Center
1225 I St NW #800, Washington, DC 20005

JOIN US

SUPPORTING DEMOCRACY WORLDWIDE:

40 YEARS OF BIPARTISAN PARTNERSHIP

TUESDAY, APRIL 18, 2023

5:30 PM – 6:30 PM ET

UNITED STATES CAPITOL: MANSFIELD ROOM
U.S. CAPITOL S-207 FIRST ST SE,
WASHINGTON, DC 20004

40NDI NATIONAL DEMOCRATIC INSTITUTE

40 IRI

IRI INTERNATIONAL REPUBLICAN INSTITUTE
Advancing Democracy Worldwide

OCBS **aws**

YOU'RE INVITED

HONORING ESTONIAN PRIME MINISTER KAJA KALLAS

NOVEMBER 13, 2023
3:00PM – EVENT OPENS
3:30PM TO 4:00PM – AWARDS PRESENTATION
4:00PM TO 5:00PM – RECEPTION

AMAZON WEB SERVICES
601 NEW JERSEY AVE NW, STE 900,
WASHINGTON, DC 20001

THE HONORABLE KAJA KALLAS
PRIME MINISTER OF ESTONIA

MODERATOR
OLIVIA GAZIS, CBS NEWS

40TH ANNIVERSARY

IRI INTERNATIONAL REPUBLICAN INSTITUTE
Advancing Democracy Worldwide

1983 - 2023

You're Invited to the

IRI GLOBAL STRATEGY MEETING

STAFF MEET AND GREET

THURSDAY MARCH 16, 2023
5:00 PM – 8:00 PM

IRI HEADQUARTERS – 1225 I ST. NW
SUITE 800, WASHINGTON DC 20005

You're Invited to

INTERNATIONAL DAY OF DEMOCRACY EVENT

September 22, 2022
12:00 PM – 2:00 PM EST

Reagan Event Center
1225 I St NW #800
Washington, DC 20005

IRI INTERNATIONAL REPUBLICAN INSTITUTE
Advancing Democracy Worldwide

INTERNATIONAL DAY OF DEMOCRACY

INTERNATIONAL REPUBLICAN INSTITUTE (IRI)

CAREER FAIR

THURSDAY
OCTOBER 13, 2022
12:00PM – 3:00PM

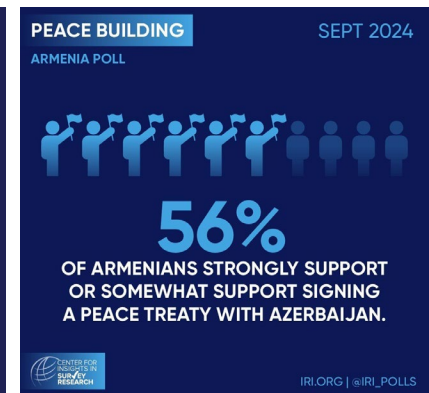
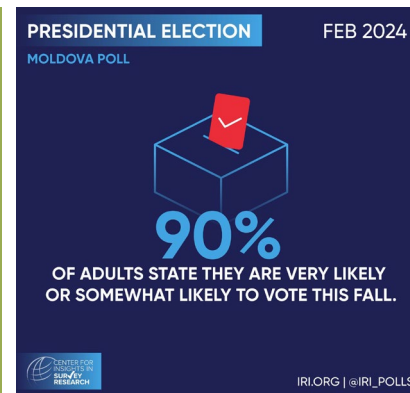
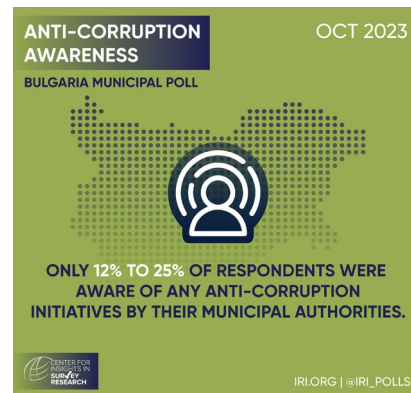
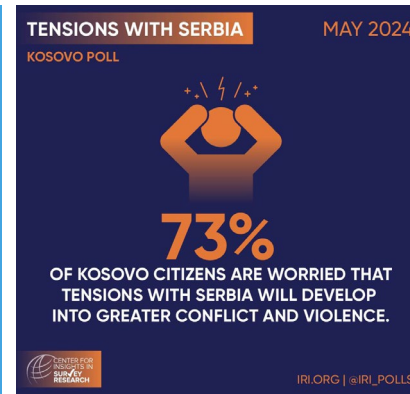
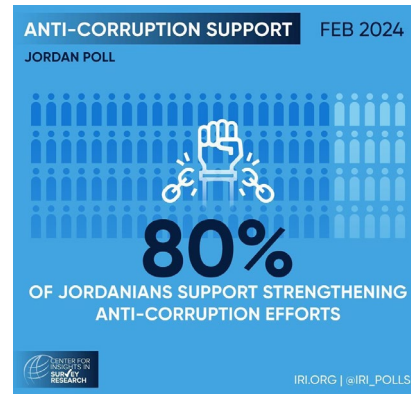
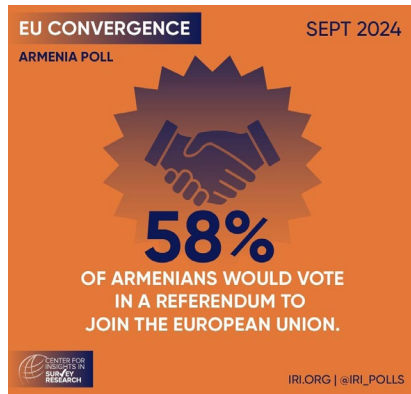
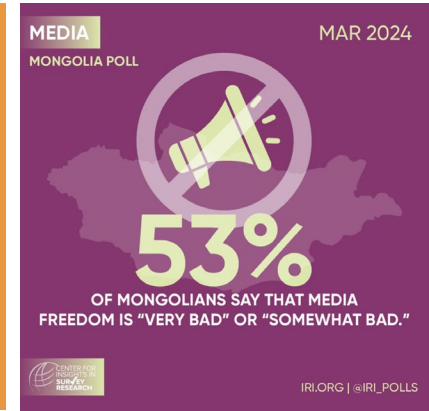
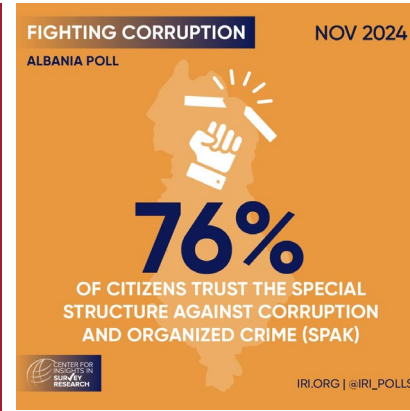
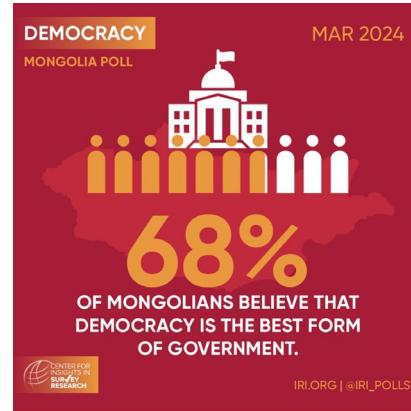
REAGAN EVENTS CENTER
1225 I STREET NW, SUITE 800
WASHINGTON, DC 20005

IRI

GOAL

INFOGRAPHICS AND SOCIAL MEDIA CONTENT

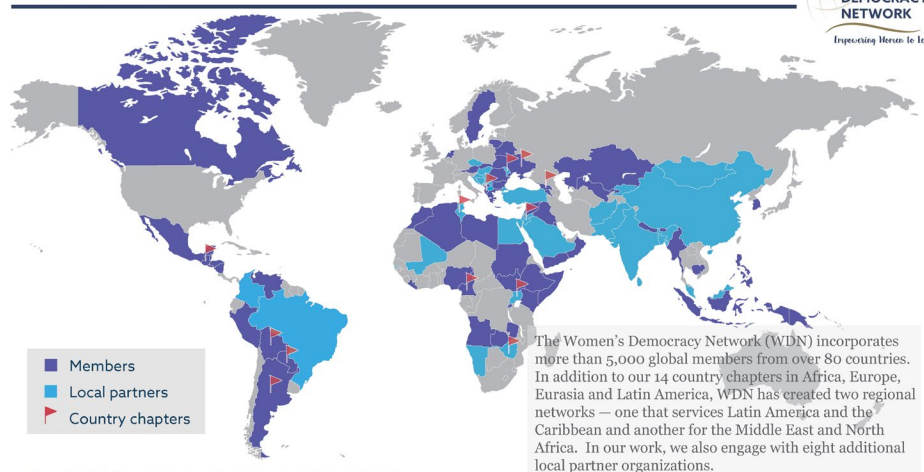
2019 - 2024



INFOGRAPHICS AND SOCIAL MEDIA CONTENT (CONTINUED)

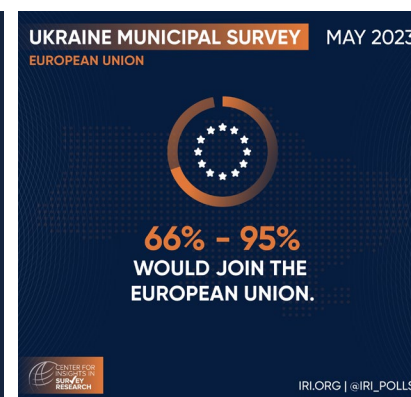
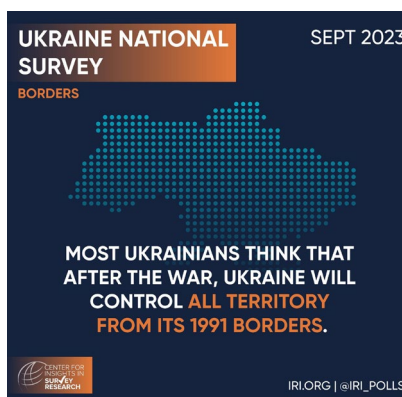
2019 - 2024

PRESENCE



OUTCOME-LEVEL RESULTS

WDN has observed notable outcome-level results in the women who participated in NED-funded trainings and activities conducted from 2006-2019, including:



04

Photography

HEADSHOTS



EVENTS



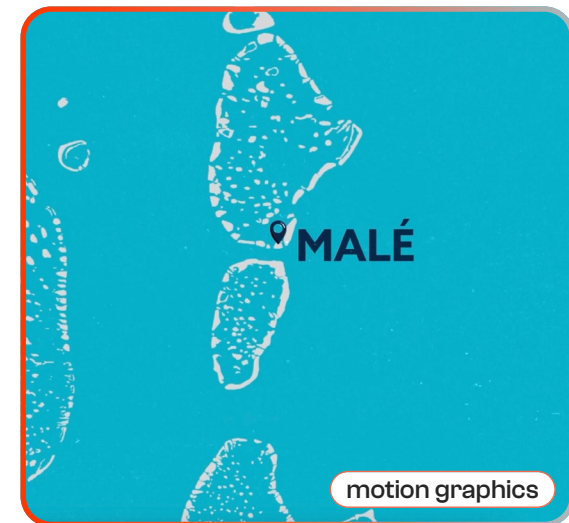
05

Video & Motion Projects

VIDEO & MOTION PROJECTS



VIDEO & MOTION PROJECTS



**Thank You
for Viewing!**

 ar-majeedi

ONLINE

majeedi.afgs@gmail.com
www.linkedin.com/in/armajeedi
www.behance.net/armajeedi

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Falls Church, Virginia 22042