



I specialise in clear, narrative-focused communication. I approach every project as a narrative challenge:

What is the idea, who is it for, and how can design help people connect with it?

Design a tool for precision, understanding, and impact.

Design is more than decoration.

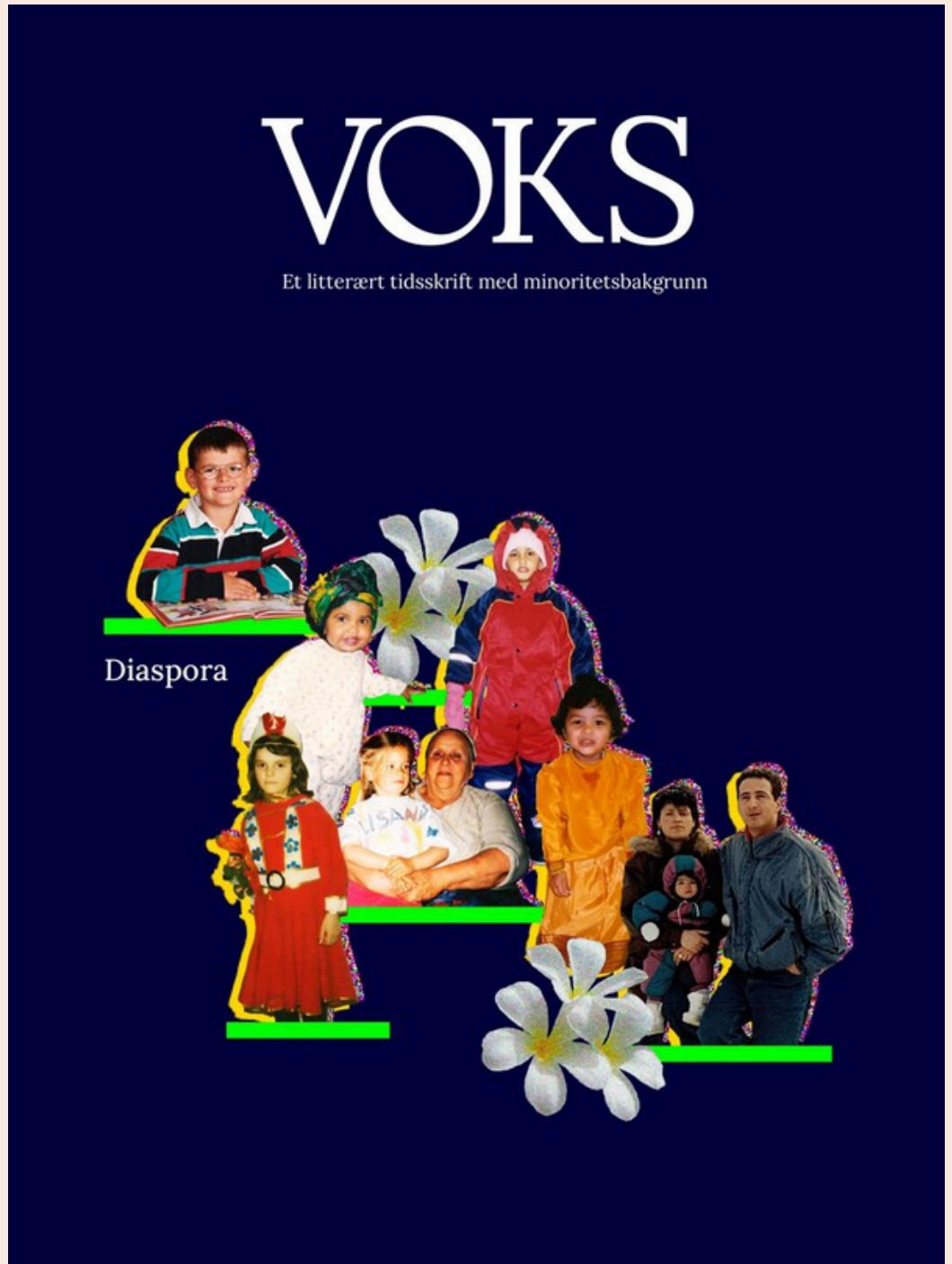
Clarity matters.

YASMIN BASHIR SHEIKH-MOHAMED
VISUAL DESIGNER¹

TABLE OF CONTENTS

PROJECT

PROJECT	PAGE
Stories from the Diaspora - HORN	3
Al-Injaaz Course Posters	7
Business Card Design - NødTolk	9
Brand Identity - Kids who Code	10
Podcast Cover - Sue Me Podcast	11
ClimateX - Engineers Without Borders NMBU	12
Slam Poetry and Published Works	14
Call Me by My Name - Edward Munch Museum	15
Don't ask about that - TV-series	16



HORN

KOM OG MØT OSS!
OSLO FOTOKUNSTSKOLE:
WALDEMAR THRANES GATE 84, 0175 OSLO

**VÌ HORN FORTELLER OM HVEM VI ER OG
VÅRT KOMMENDE PROSJEKT. VI BYR PÅ LETT
SERVERING OG TOPP SELSKAP.
VEL MØTT!**

18. FEB **KI. 16.30 - 19.00**

STORIES FROM THE DIASPORA

HORN ART INITIATIVE AND EXHIBITION

HORN was an artistic initiative aimed at introducing the work of minority artists to the Oslo art scene. I was involved in the founding of this initiative, contributing to the creation of its visual brand as well as its marketing and communication strategies for the inaugural exhibition.

This poster represents the initiative's first event. The logo is designed to be both simple and dynamic. For the color palette, we selected a refined combination of white, black, and dark gold. Gold was chosen for its association with elegance and exclusivity, while the darker shade adds an inclusive, grounded feel to the overall design.

FORTELLINGER FRA DIASPORAEN

Prosjektet, "Fortellinger fra Diasporaen" er rettet mot unge somaliere, som ønsker å fortelle sine historier gjennom kunst. Vi ser etter unge kreative, som ønsker å bidra med sine verk til kunstutstilling.

Høres dette ut som noe for deg?

Kontakt oss på horn.org@outlook.com

HORN

STORIES FROM THE DIASPORA II

This visual was created to recruit artists for the project 'Stories from the Diaspora', which aimed to showcase art from the Somali diaspora.

By using a color palette limited to black, white, and gold, we allowed for greater flexibility in design. Black and white are neutral tones that complement the colors in the background photo. However, the downside is that these colors don't fully convey the essence of HORN's brand. Nonetheless, the typography and logo remain strong, recognizable elements of the brand identity.

The model in the photo is draped in a traditional Somali gown, with its distinct colors and patterns easily recognizable to those familiar with Somali heritage.

STORIES FROM THE DIASPORA III

PHOTOGRAPHY FROM THE EXHIBITION



STORIES FROM THE DIASPORA IV

PHOTOGRAPHY FROM THE EXHIBITION



AL-INJAAZ COURSE POSTER



muslimsk
studentsamfunn

Al-Injaaz
Oppnå dine mål med styrket tro og kunnskap

Ekteskapskurs

Hvorfor og hvordan bli et par?

Med Imam Abdifatah og
Psykolog Shoaib Khan

Torsdag 7. november
kl. 17:00-21:30
Oslo
Varm matservering
69 kr

Al-Injaaz is a new initiative offering multidisciplinary courses for young Norwegian Muslims, founded by Norway's first hospital Imam. The program takes a holistic approach, incorporating professionals such as psychologists alongside spiritual guidance.

For this freelance project, I was tasked with creating a poster and social media visuals to attract attention and generate interest in the course, which was offering something new and unique. I chose a wedding invitation-style design, featuring a paper background and floral elements. This style was meant to catch the eye of "fast scrollers" with short attention spans.

To communicate the program's fresh, holistic approach, I included photos of the teachers alongside their professions. The young age and diverse backgrounds of the instructors—including an Imam and a psychologist—highlighted the course's distinctive nature.

The design helped generate a strong turnout for the course, and I've continued to work with Al-Injaaz on additional projects since then.

AL-INJAAZ COURSE POSTER II



This project was another collaboration with Al-Injaaz, focusing on a course designed to teach the etiquettes of Islamic ritual prayer, Salaah.

For this freelance job, I was asked to create a poster and social media visuals to spark more interest in the target audience.

I aimed to convey the feeling of tranquility and peace experienced during prayer. The background photo of a silhouette of a man praying alone with a sunset view communicates this sense of calm. To ensure the course information was legible without compromising the serene background, I made the square containing the details transparent, allowing the white text to stand out clearly.

This was a freelance project for an independent interpreter who needed a quick and simple design. Their marketing primarily relied on word of mouth, and the request was strictly for a fast business card design.

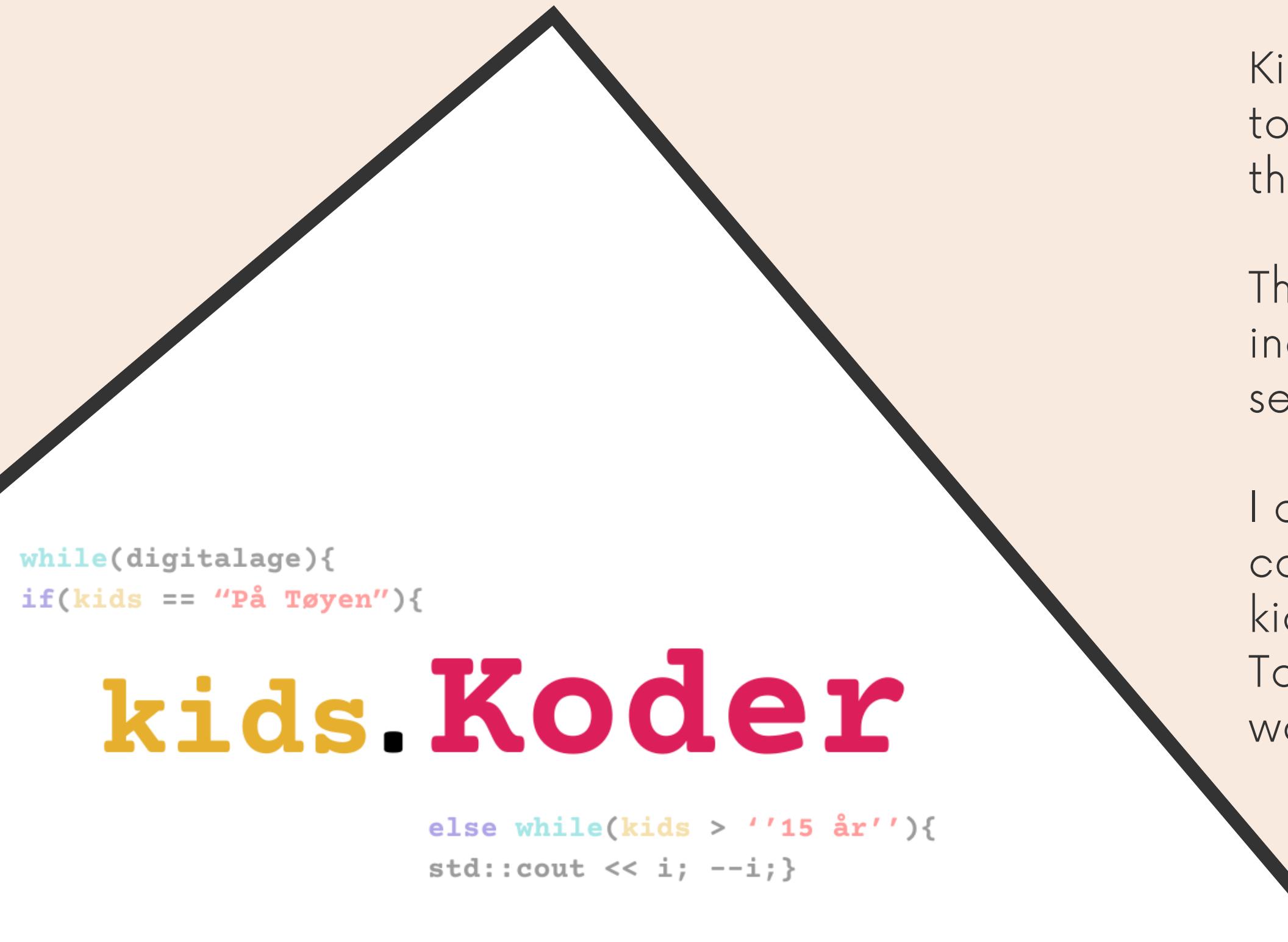
Taking a proactive approach, I developed a basic brand identity that could serve as a foundation for future growth, should the client decide to expand later. The turquoise green color was selected for its uniqueness, ensuring it remains recognizable even when paired with a broader color palette. The choice was informed by discussions with the client about their industry, target clients, workplace culture, and the impression they wanted to convey, as well as research into recent rebrandings within relevant markets.

To balance the compassionate and approachable tone of the color, a traditional sans-serif font was chosen, providing a clean and professional look.

BUSINESS CARD DESIGN



BRAND IDENTITY AND LOGO CODING-INITIATIVE



Kids Who Code is an initiative I established to offer free coding courses for children in the inner city of Oslo.

The logo is inspired by code syntax, incorporating fonts and colors commonly seen in coding text editors.

I chose warm, bright colors to make the course feel more approachable, as many kids perceive coding as something difficult. To encourage more girls to join, a pink tone was incorporated into the design.

```
while(digitalage){  
if(kids == "På Tøyen"){  
  
kids.Koder  
  
else while(kids > "15 år"){  
std::cout << i; --i;}
```



PODCAST COVER

This was a freelance project for a podcast, where I was involved from the very beginning as part of a team alongside the client and a photographer.

The podcast's name suggests an opinionated, possibly even controversial tone, while the use of navy conveys a sense of calm and responsibility, creating a striking contrast. The 60s-style headscarf adds an extra layer of intrigue, offering multiple interpretations. It can symbolize both high-class sophistication and counterculture, adding depth to the visual narrative.

Given that the photo itself carries a lot of weight, the title was placed subtly, almost as a "sidenote," using a fun, decorative font. The minimal use of red—appearing in the title, nails, and caption—creates a cohesive diagonal flow, ensuring the design feels balanced and avoids a cluttered appearance.

CLIMATEX SEMINAR

I was part of the marketing team for Engineers Without Borders at NMBU, where one of my responsibilities was promoting our events on campus.

ClimateX was a seminar focused on key topics within The Green Shift, a concept particularly relevant at the time. Given that NMBU has a strong emphasis on environmental studies, the campus was already filled with similar events. To make our seminar stand out, I suggested a bold approach.

In 2017, Donald Trump's tweets, which often featured skewed arguments about weather and climate change, were still highly topical. I designed a poster that offered minimal information—just the time and location. This approach was unconventional for student organizations at NMBU, and we hoped it would grab students' attention by sparking curiosity through controversy and mystery.

To avoid potential backlash associated with using a national organization's logo, we removed it while retaining the brand's typography and color scheme. However, the national organization did not approve the design, so the poster was ultimately not used. Despite this, the process of seeking approval, gathering feedback from stakeholders, and refining the design was a valuable learning experience.



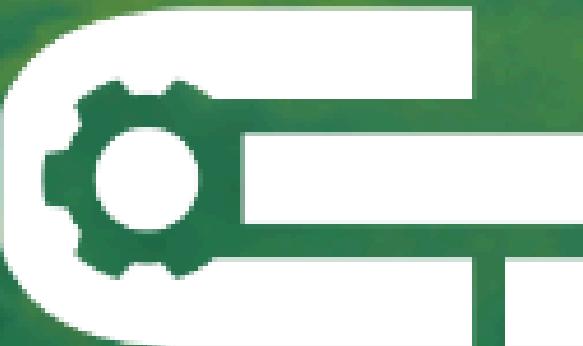
CLIMATEX SEMINAR II

This image showcases the design for the official poster of the event, modified to serve as a header for the event's Facebook page. The event addressed a range of challenges, which is reflected in the background photo depicting emissions, creating a somber, pessimistic tone. To align with the brand's colors and enhance contrast between the background and the content, a green filter was applied. The brand design and logo are incorporated here.

Ingeniører Uten Grenser NMBU presenterer

Klimax

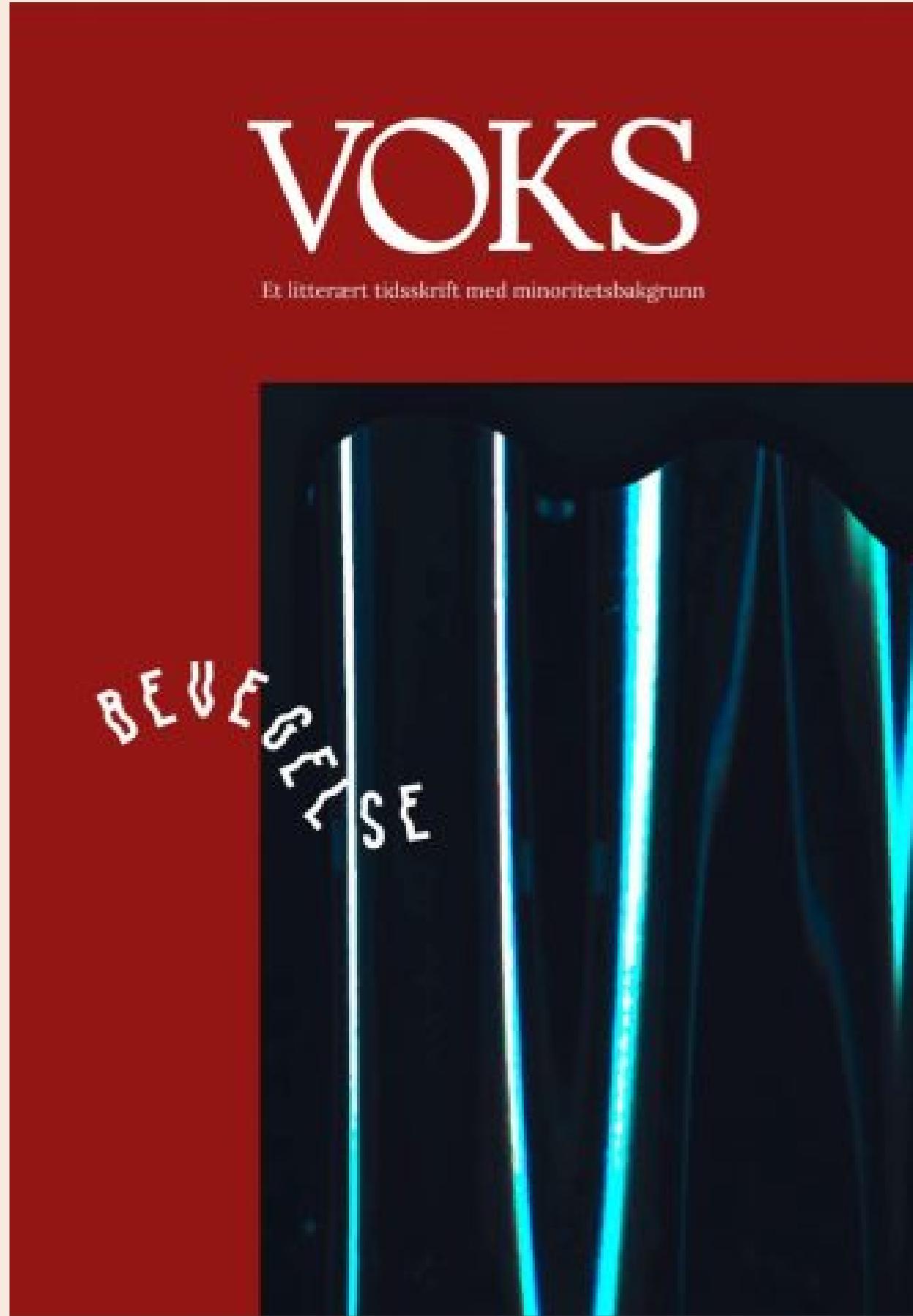
- Få med deg et spennende seminar om en verden i endring.
- Bli med å gjør bistandsarbeid fra PCen, mens du spiser pizza med oss.



INGENIØRER
UTEN
GRENSER



Missing
Maps¹³



SLAM POETRY AND PUBLISHED WORKS

I write and perform slam poetry, mostly as a hobby, but I also compete in regional slam poetry contests.

My work has been published in the Norwegian Art Journal, VOKS. One of my pieces was even selected for the 5-year anniversary issue, recognized as one of the favorites from past publications.

LINKS TO NUMBERS WITH MY CONTRIBUTION:

[VOKS 01/2020: DIASPORA](#)

[VOKS 02/2020: BEVEGELSE](#)

[VOKS 02/2025: 5 ÅR](#)

CALL ME BY MY NAME - EDWARD MUNCH MUSEUM

The Edward Munch Museum's exhibition 'Call Me by My Name' showcased, for the first time, all of Munch's portraits of Sultan Abdul Kareem, a man of African descent.

As part of a test group, I participated in regular workshops, where our task was to provide continuous feedback throughout the development of the exhibition.



DON'T ASK ABOUT THAT TV-SERIES



'Ikke spør om det' (Don't ask about that) is a Norwegian TV-series. In each episode, six individuals answer anonymous questions, providing insights into topics that viewers might be curious about but hesitant to ask. The series aims to foster understanding and challenge misconceptions by addressing various personal and societal subjects.

My sister and I partook in one episode.

[LINK TO EPISODE](#)



THANK YOU
FOR YOUR
ATTENTION