

Mahek Tamakuwala

m.tamakuwala26@gmail.com

+91 9512651600

linkedin.com/in/mahek-tamakuwala-996aa01b0

https://www.mahektamakuwala.com/

ACHIEVEMENTS & SCHOLARSHIP

Chancellors list 2023-24

American University of Sharjah

Deans list Spring 2024

American University of Sharjah

Scored 3.8/4 GPA

Deans list Fall 2023

American University of Sharjah

Scored 3.8/4 GPA

Outstanding Student Scholarship - 40%

American University of Sharjah

SOFTWARE SKILLS

Adobe Illustrator	● ● ● ● ●
Capcut	● ● ● ● ●
Figma	● ● ● ● ●
Adobe XD	● ● ● ● ●
Adobe indesign	● ● ● ● ●
Canva	● ● ● ● ●
Rhino	● ● ● ● ●
Adobe dimensions	● ● ● ● ●
Adobe Premier	● ● ● ● ●
Adobe After Effects	● ● ● ● ●

ABOUT ME

I'm Mahek Tamakuwala, a graduate from American University of Sharjah, UAE. With a passion for problem-solving and creative design, I'm dedicated to developing innovative, effective, and aesthetically pleasing solutions for brands and businesses.

Visit my portfolio [↗](#)

EDUCATION

Bachelor of Science in Design Management

American University of Sharjah

2020 – 05/2024 | Sharjah, UAE

Minor in Marketing

High School

Scholar English Academy

2020 | Surat, India

Physics, Chemistry, Biology, English

Primary Education

Delhi Public School, Surat

2018 | Surat, India

PROFESSIONAL EXPERIENCE

Social 101

Internship

06/2023 – 08/2023 | Surat, India

- Collaborated with a diverse team at Social 101 on strategic social media planning for brands (Palak Diam, The Park Arena Golf Range, & Callalilies)
- Business development initiatives for Social 101
- Content creation tasks for various brands.

Propelius Technologies

Internship

05/2022 – 08/2022 | Surat, India

- Worked as a UI/UX designer, focusing on creating user-friendly interfaces and contributing to creative projects.
- Designed the website propelius.tech [↗](#) and did UI/UX design for Coach Verse and Dexta Lab.

Professor Seth Thompson, CAAD

Research Assistant

10/2022 – 05/2023 | Sharjah, UAE

- Collaborated with Professor Seth Thompson on extensive research in the emerging field of Non-Fungible Tokens (NFTs).
- Played a key role in data collection, analysis, and the exploration of this topic.

Student Residential Life Department

Desk Assistant

10/2022 – 05/2023 | Sharjah, UAE

Provided crucial support to students at the SRLD by

PERSONAL ATTRIBUTES

Leadership

Led teams in projects, inspiring and guiding them to achieve goals.

Critical Thinking and Problem Solving

Developed through courses in Design Discourse, Service Design and others.

Teamwork and collaboration

Worked effectively with diverse teams in academic and professional settings.

Professionalism and strong work ethic

Proven through consistent, high-quality work in previous professional environments & Internships

Excellent Oral and written communications skills

Enhanced through advanced academic and business writing courses.

REFERENCES

Christopher Kaltenbach,

Assistant Professor,
College of Architecture, Art, Design at
the American University of Sharjah.
ckaltenbach@aus.edu, +971 (0)6 515
2819

George Christodoulides, Ph.D.,

Professor of Luxury Brand Management
| Chalhoub Group,
American University of Sharjah
gchristodoulides@aus.edu, +971 6
515 4641

Dr. Marina Peres,

Professor of Design | PHD Design |
Creative Director | Brand Strategy |
Brand Design | Brand Communication |
Design Educator & Researcher,
American University of Sharjah
linkedin.com/in/marina-peres, +971
505 63 6009

Hardik Dawar,

CEO Social 101 | Founder SOHO Space
hardikdawar33@gmail.com, +91
8879563616

- Assisted with inquiries
- Helped students whenever in need,
- Managed administrative tasks, and
- Ensured a smooth operation of the desk.

Freelancing

06/2022 – present

As a freelance designer, I've tackled diverse creative projects, offering tailored solutions and gaining exposure to various design challenges. Notably, I've worked on branding for La Mie and created a daily diary and client proposal for Social 101.

PROJECTS

Service Design

Majid Al Futtain X CAAD

09/2023 – 12/2023

- CAAD collaborated with MAF to create ultimate experience for Gen Z at the Mall of the Emirates. Under the Guidance of Professor Nazneen Naddaf

Luxury Marketing

A project with Van Cleef and Arpel

09/2023 – 12/2024

Under the guidance of Professor George Christodoulides

Luxury Brand Management

The omnichannel path to purchase for luxury fashion shoppers

01/2024 – 05/2024

Under the guidance of Dr. Georgios Christodoulidis & Mentor: Juan Garcia (Manager of Consumer Insights & Analytics, Chalhoub)

Senior Design

System Strategic Design Thinking

01/2024 – 05/2024

Capso: The Soap with a Mission
Under the guidance of Dr. Marina Peres

COMMUNITY SERVICE

AUS Community Service

- Contributed to community service by distributing Ramadan food boxes to those in need.
- Serving food to the cleaning and gardening support staff at the American University of Sharjah.