

2016-2024

Selected Graphic Design Work  
by Ishmam Ahmed

## Personal Business Card & Branding

**Purpose:**  
convey identity for personal business

**Approach:**  
design visual elements, reflect art style

**Result:**  
printed cards and distributed at events

Audience: General public



## YAC Marketing Materials

**Purpose:**  
advertise events, initiatives, and vision

**Approach:**  
emphasize effective collaboration, equity

**Result:**  
distributed in public spaces and online

**Audience:** General public

**YOUNG ADULT COALITION**  
**WELCOMES YOU**

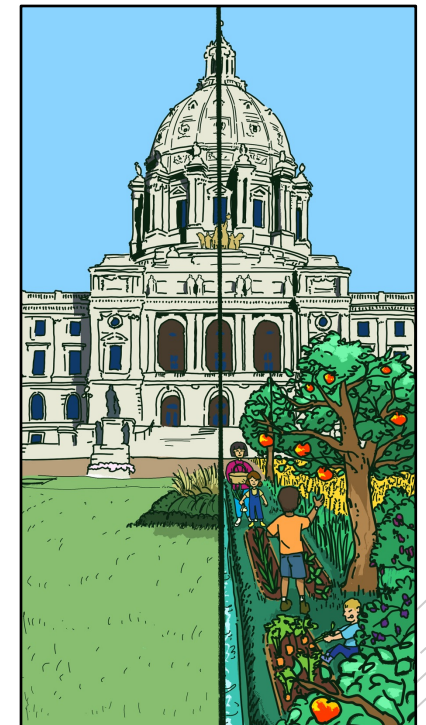
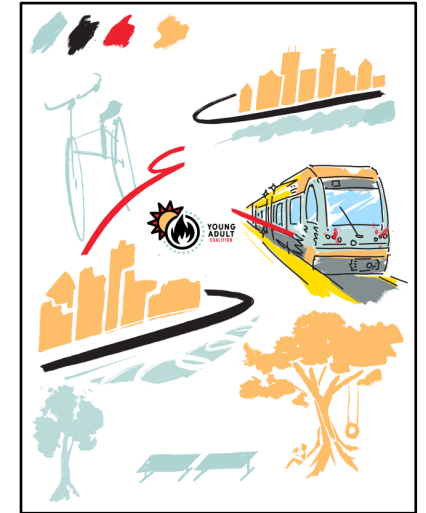
Join us for a strategic sit-down  
with Minneapolis City Council

To bring our vision into reality,  
City Council President Payne and  
Vice President Chughtai  
need to hear from all of us.

A brighter future is in the making.  
Will you show up for it?

**Monday, February 12th, 6-8pm**  
**Bottineau Park, Minneapolis, MN**

@arbyishmam



## University Nutrition Club Logo

**Purpose:**  
convey identity for extracurricular club

**Approach:**  
emphasize holistic nutrition and sleep

**Result:**  
distributed in public spaces and online

**Audience:** General public



## Wedding Anniversary Event Logo

**Purpose:**  
decoration, for use on event stationary

**Approach:**  
use family-requested motifs and colors

**Result:**  
provided selection of logos to client

Audience: Family & friends



## Bootstrapped Bonnaroo Logo

**Purpose:**  
convey identity for music festival

**Approach:**  
emphasize community, nature, sound

**Result:**  
created for fun and shared online

**Audience:** General public



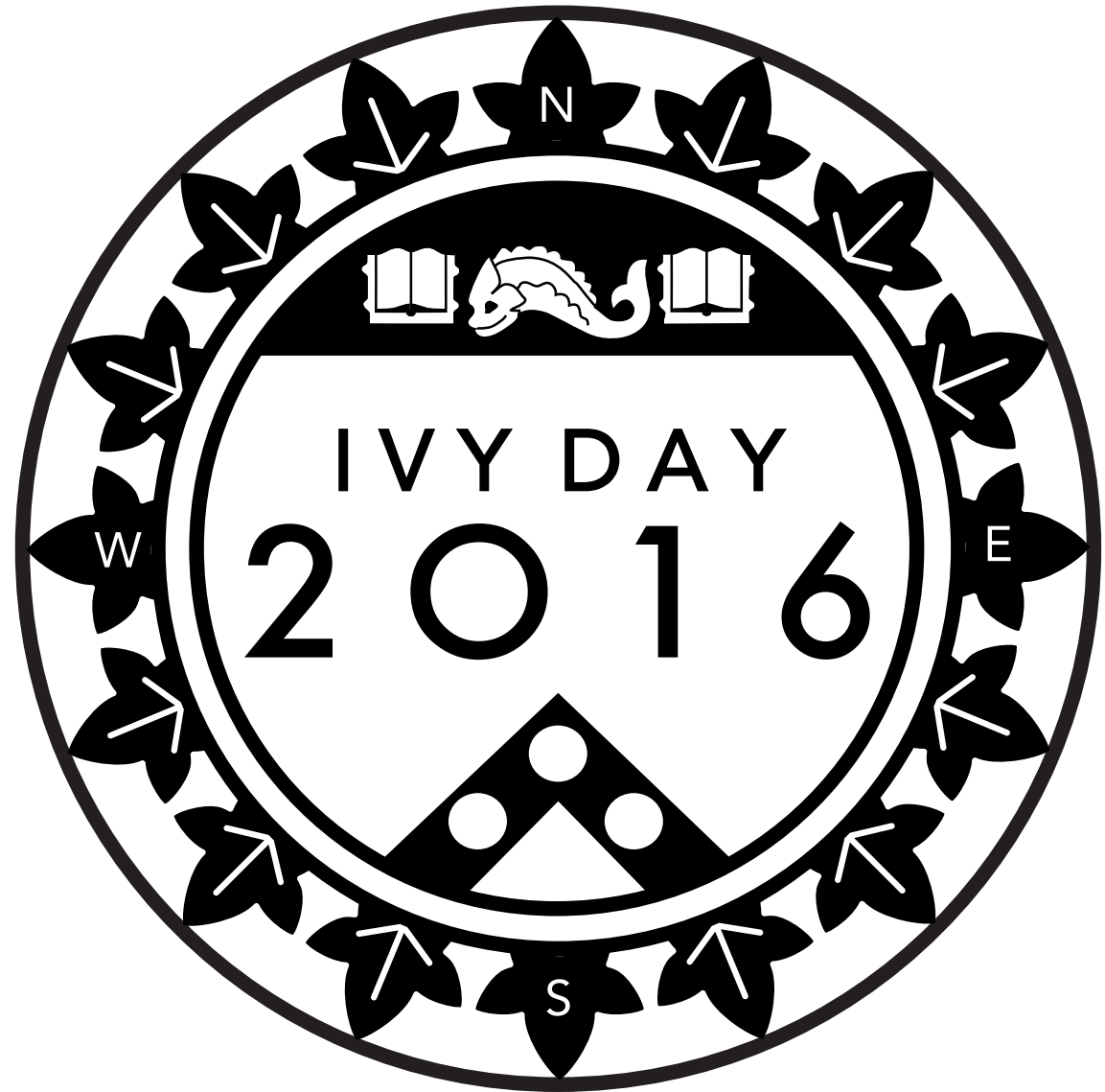
UPenn Class of 2016 Ivy Stone

**Purpose:**  
to be engraved in stone on campus

**Approach:**  
utilize ivy motif, prioritize simplicity

**Result:**  
voted on as a finalist design

Audience: School community



## BMES Member Poster

**Purpose:**  
convey missions statement, members

**Approach:**  
emphasize biotech and teamwork

**Result:**  
printed and displayed on campus

**Audience:** School community



The poster features the BMES logo at the top, which includes the letters 'B', 'M', 'E', and 'S' in a stylized font with various scientific and engineering symbols. Below the logo, the text reads 'THE UNIVERSITY OF PENNSYLVANIA BIOMEDICAL ENGINEERING SOCIETY'. The main body of the poster is a grid of 24 member portraits, each with a name and title. The members are arranged in four rows of six. The first row includes the President, Executive Vice President, and Treasurer. The second row includes five Outreach members. The third row includes five Internal Affairs members. The fourth row includes five External Affairs members. The fifth row includes three Technology members. The sixth row includes three Marketing members. At the bottom of the poster, there is a mission statement and a link to the society's website.

**BMES**  
THE UNIVERSITY OF PENNSYLVANIA BIOMEDICAL ENGINEERING SOCIETY

**Sushmita Yarrabothula**  
*President*

**Young Shin**  
*Executive Vice President*

**Akshatha Bhat**  
*Treasurer*

**Fiona La**  
*VP Outreach*

**Olivia Teter**  
*Outreach*

**Stephanie Mark**  
*Outreach*

**Rachel Hoying**  
*Outreach*

**Priyanka Ghosh**  
*Outreach*

**Ingrid Lan**  
*VP Internal Affairs*

**Lisa Sosink-Clee**  
*Internal Affairs*

**Shriya Mantry**  
*Internal Affairs*

**Harrison Troche**  
*Internal Affairs*

**Kush Mehta**  
*Internal Affairs*

**Shira Rieke**  
*VP External Affairs*

**Roshni Bhasin**  
*External Affairs*

**Alexandra Marcus**  
*External Affairs*

**Shelly Teng**  
*External Affairs*

**Gabe Montoya**  
*VP Technology*

**Alfredo Tovar**  
*Technology*

**Tejas Narayan**  
*Technology*

**Nick Stiansen**  
*VP Marketing*

**Ishmam Ahmed**  
*Marketing*

**Jordan Montero**  
*Marketing*

The mission of BMES is to build and support the biomedical engineering community locally, nationally and internationally, with activities designed to communicate recent advances, discoveries and inventions, promote education and professional development, and integrate the perspectives of the academic, medical, governmental, and business sectors.

Learn more at [bmes.seas.upenn.edu](http://bmes.seas.upenn.edu)



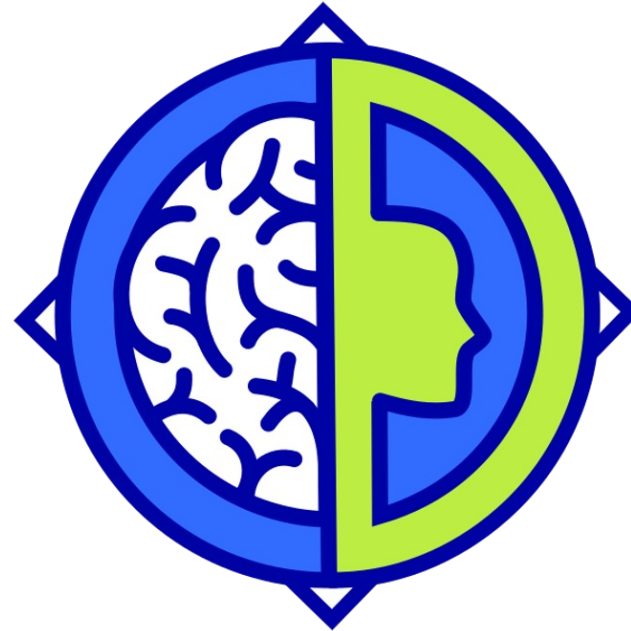
## DDHS Logo & Branding

**Purpose:**  
convey identity for progressive school

**Approach:**  
emphasize self-awareness, discovery

**Result:**  
adopted by team at Teacher's College

**Audience:** School community



**DETROIT  
DISCOVERY  
HIGH SCHOOL**