



With a paintbrush in one hand and a mouse in the other, I have spent the last six years weaving visual magic in the Designing. My canvas of choice? The vibrant world of Adobe Creative Suite, where Illustrator, InDesign, and Photoshop are my indispensable tools. While being the professional design industry , I have created educational cartoons, turning complex ideas into fun learning experiences. I'm a creative explorer, always on the hunt for the next big idea, eager to inject fresh, dynamic energy into every project that comes my way.

Contact

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Portfolio & Profile

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Education

Humber College | 2025

Media Communications

OCAD University | 2022

Continuing Course: Adobe InDesign

Fatima Jinnah | 2021

Bachelor of Arts: Fine Arts (Design)

IQRA University | 2018

Continuing Course: Adobe Illustrator



Work experience

► Visual Communication Expert

Cirrusism | March 2022 - May 2022

- Used Adobe Photoshop and Illustrator to address client concerns, creating preliminary sketches for client review and approval.
- Collaborated with marketing, design, production, and animation teams to develop engaging content for children's educational cartoons, aiming to produce impactful and enriching educational experiences.

► Senior Graphic Designer

Pakistan Youth Forum (PAYF) | June 2021 - December 2021

- Designed illustrations for brochures, banners, posters, infographics, and invitations.
- Created colour schemes for social media content.
- Formatted print and web designs, maintained company websites, and conducted event photography, receiving positive feedback

► Digital & Print Design Specialist

South Asian Times (SAT) | June 2021 - December 2021

- Conceptualized and designed catalogs, posters, and infographics using Adobe Illustrator and Photoshop.
- Created engaging social media content, resulting in increased likes, comments, and shares.
- Ensured timely updates of company websites and conducted performance analysis of social media campaigns to optimize future content.

► Branding Specialist

Inclusive | October 2020 – December 2020

- Enhanced the client's logo, letterhead, and promotional materials to strengthen brand identity.
- Created compelling poster layouts with Illustrator, ensuring effective designs.
- Collaborated with the marketing team to align materials with branding strategy, resulting in cohesive presentations.

Skills

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Dreamweaver
Figma
Photography
Premiere Pro
Visual Studio Code
Wordpress