

MAHAM HAIDER



CONTACT

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ABOUT ME

Creative and detail-oriented Visual Communication Designer with a strong design foundation and commitment to impactful, user-centered experiences. Blending technical skills with an eye for aesthetics, I create visually compelling work aligned with strategic goals and consistently exceeding expectations.

WORK EXPERIENCE

NATIONAL UNIVERSITY OF SCIENCES & TECHNOLOGY (NUST)

Assistant Manager Graphics (December 2020 – Present)

- Designed digital and print assets, including social media graphics, banners, posters, and brochures, to enhance visibility and engagement for key initiatives.
- Developed animations for **Alif Bay Jeem**, an Urdu language learning app, creating an engaging, interactive experience for diverse users.
- Conducted workshops and supported training sessions, fostering team skill development.
- Managed and curated content for ITL's social media channels, leveraging storytelling to connect with audiences and support educational objectives.
- Collaborated with cross-functional teams to uphold high content standards and align visuals with organizational goals, adapting them based on feedback for continuous improvement.

SYNERGY DENTSU

Graphic Designer (November 2019 – August 2020)

- Designed print materials, logos, brochures, flyers, and booklets.
- Produced engaging social media posts for high-profile branding and design campaigns.

FOUNDATION UNIVERSITY ISLAMABAD

Visiting Faculty (September 2018 – January 2019)

Instructed courses in sub-editing & page design, user interface, and campaign development.

COMSATS UNIVERSITY ISLAMABAD

Visiting Faculty (February 2018 – January 2019)

Taught courses in digital drawing & graphics.

FOUNDATION UNIVERSITY ISLAMABAD

Visiting Faculty (September 2016 – January 2017)

Taught course in User Interface.

GENIAL SOLUTION

Game Artist / Graphic Designer (November 2013 – January 2015)

Designed and developed characters, elements, and interfaces for various games and mobile apps.

WORKSHOPS

Conducted several workshops at NUST, including:

- **HESSA Training Program (August 8-10, 2023)**
Conducted Graphic Design software workshops focusing on Adobe Photoshop and Adobe Illustrator.
- **Workshop on Game Design at NUST SEECS (August 7-9, 2023)**
Taught participants Character Animation in Photoshop and Educational Game Design in Scratch.
- **Hands-On Latest Technologies Workshop 2022**
Taught Adobe After Effects to MS ITL-2022
- **Workshop on Game Design at NUST SEECS (August 11-12, 2022)**
Taught Character designing in Adobe Photoshop and Scratch basics.
- **Hands-On Latest Technologies Workshop 2021**
Taught Adobe After Effects to MS ITL-2021
- **Workshop on Game Design at NUST SEECS (July 26-28, 2021)**
Taught basic animation in Scratch.

EDUCATION

MASTER OF FINE ARTS (MFA)

Foundation University Islamabad

CGPA: 3.43

BACHELOR OF ARTS (B.A.)

University of Peshawar

SKILLS

- | | |
|-----------------------|--------------------------------|
| • Adobe Photoshop | • Microsoft Word |
| • Adobe Illustrator | • Microsoft PowerPoint |
| • Adobe After Effects | • Microsoft Excel |
| • Adobe Premiere Pro | • Communication |
| • Canva | • Time management |
| • iMovie | • Collaboration & Teamwork |
| • Coreldraw | • Creativity & Problem Solving |

REFERENCES

MS. SABA KHATEEB

Designation: Senior Graphic Designer at NUST

Phone: 0332-5152730

Email: saba.khateeb@seecs.edu.pk

MR. MAJID MAQBOOL

Designation: Assistant Professor at NUST

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