

Farwah Safdar
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OBJECTIVE

Dynamic and creative Graphic Designer with three years of hands-on experience in visual communication and branding. Seeking a challenging role to leverage my design expertise, innovation, and collaborative skills in contributing to impactful projects. My passion for visual storytelling is coupled with a keen understanding of current design trends and technological advancements.

Educational Qualification

Degree / Cert.	University / Board	Year of Completion
BCA (Graphic Design/Visual Communication)	Foundation University, Rawalpindi Campus	2019
ICS (Computer Science)	Government Degree College For Women	2014
Matriculation	The Educators, Rawalpindi	2012

Experience

(September 2024 to Present)

Worked as **Visiting Faculty** in **FATIMA JINNAH WOMEN UNIVERSITY, RAWALPINDI**

- Developed and delivered engaging lectures, seminars, and practical sessions in Introduction to Design/BCA, ensuring alignment with the university's curriculum and academic standards.
- Mentored and supported undergraduate/graduate students through interactive teaching, one-on-one consultations, and academic advising.
- Designed and graded assignments, exams, and projects, providing constructive feedback to improve student learning outcomes.

(January 2024 to Jan 2025)

Worked as **Graphic Designer** in **CINEGOLD CINEMAS, ISLAMABAD**

- Design and produce visually appealing marketing materials for print, digital, and social media.
- Create promotional content, including posters, banners, flyers, and digital assets for movie releases and cinema events.
- Produce visual artwork and layout designs to support marketing objectives.
- Work closely with the marketing team to brainstorm and execute creative campaigns.

(August, 2021 to December 2023)

Worked as **Senior Graphic Designer** in **BTECH GROUP, ISLAMABAD**

1. Responsible for the concept, design, and production of innovative, high-quality print and digital artwork, including logos, advertisements, brochures, and websites.
2. Develop compelling graphics and layouts for use on websites, social media, and in print materials.
3. Produce visual artwork and layout designs to support marketing objectives.
4. Developed print materials including posters, billboards, and flyers for events such as product launches & and conferences.

(July, 2019 to August, 2021)

Worked as **Junior Graphic Designer** in **BTECH GROUP, ISLAMABAD**

1. Assisted in the development and execution of visual design concepts, resulting in a positive impact on the company's overall performance
2. Provided support to senior graphic designers, resulting in a positive impact on the company's overall performance
3. Coordinated with writers to infuse textual elements into designs to make them more meaningful.
4. Adapted designs according to customer feedback while ensuring deadlines are met without compromising on quality control standards.

Trainings / Certifications

LinkedIn Content and Creative Design , LinkedIn Marketing Labs	2024
LinkedIn Marketing Strategy , LinkedIn Marketing Labs	2024
Graphic Design , Great Learning	2024
Design Thinking , Great Learning	2024
Design Application Great Learning	2024
Graphic Design , Virtual University	2024
Word Press , Virtual University	2020

Skills

1. Adobe Photoshop
2. Adobe Illustrator
3. Figma
4. Adobe Dreamweaver
5. Adobe Animate