



RUBIA RIAZ KHAWAR

Illustration Coach | MPhil Art & Design | Ex-Lecturer (Graphic Design & Illustration)

Profile

I learn, create design and I teach

Work Experience

- **Freelance Social Media Content Creator & Writer**(Aug 2024 - Present)
Created content strategies and monthly calendars for therapists, art brands, and educators
Developed Instagram carousel posts, captions, and hooks that drive conversation Wrote thought leadership LinkedIn articles with 1000+ organic impressions
- **2023 – Oct 2024**
Illustribe
- **2019 –2023**
Lecturer BCA department
Riphah International University Islamabad
- **2016–2018**
Art instructor
Presentation Convent High School Jhelum Cantt

EDUCATION

- **M.Phil. Art and Design (Art history)**
Punjab University College of Art and Design Lahore
Completing 18 years of education (2018-2020)
Thesis topic (Images of Trans genders in Pakistani drama serials)
- **Bachelor of Education 1.5 year (Elementary education)**
Allamah Iqbal University Islamabad (2017-2018)
Thesis topic (effects of Art education in enhancing the critical thinking among the elementary students)
- **Bachelor of Computer Arts (Animation)**
Foundation University Islamabad (2012-2016)
FYP topic song video (Acceptance of transgender In Pakistan and Their Wishes)
<https://drive.google.com/file/d/1phK0-mW855cfyVsG45TsDi-eMzaUMWj2/view?usp=sharing>

Professional experience

- **Adobe creative suite**
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe premier
- **Autodesk sketchbook**
- **Procreate**
- **Figma**
- **Expert medium Fine Arts**
Acrylic medium, Dry & Oil Pastel work, watercolor medium, Pencil, and charcoal.

Content Writing & Illustration Projects

- **Mind Valley Clinic** (Mental Health Instagram page)
Created 20+ psychiatry-informed carousel series on grief, OCD, and desi parenting
- **English Coach** (Education brand for spoken English)
Developed 30-day challenge posts, stories, and CTA captions
- **Children's Book Projects** (Ghost Illustrator & Storyboarded)
Illustrated pages using Procreate and provided art direction suggestions

Workshops and Seminars & Conference

- **Conducted a Photo walk** for Photography Riphah international university students to Said Purr Village Islamabad on 30th November 2021.
- **Conducted a Mosaic Art workshop** for computer Arts students. (Riphah international university) 10th December 2021.
- **Conducted a photography workshop** with a Field photographer (for students to understand aperture, ISO & rules of photography).
- **Arranged Study tour for students** to PNCA (Pakistan National Council of Arts) for computer Arts students in 2019

Courses Taught in RIU

Course Title	Semester	Credit hrs.	Course details
Design I	I	3	Theory+ Design
Design II	II	3	Theory+ Design
Photography	III	3	Theory+ Studio Practice
Intro to GD tools	I	3	History, Theory+ Design
Graphic Design	IV	3	Theory+ Design
Storyboarding	III	3	Theory+ Practice
Intro to Freelancing	V	3	Fieldwork
Illustration	V	3	Theory and practice

Letter of Acceptance

The review committee for the fifteen International conferences on Interdisciplinary social science on Jul 20, 2020, At the National and Kapodistrian University of Athens, Greece

<https://drive.google.com/file/d/16aSnd6pBepeNQvGESbXjzRUepDLW8tL8/view?usp=sharing>

Conference

Participated in students' Conference
University of Heidelberg Transcultural studies (Germany)

https://drive.google.com/file/d/1QG3tYA40grGphl7px_EWno-hK5UPNRY8/view?usp=sharing

Hobbies



Contact Details



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REFERENCES

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