



MUHAMMAD AZHAR

Creative Director | Branding Expert | Visual Artist



ABOUT ME

I am a passionate Graphic Designer and Visual Artist with a strong creative vision and expertise in delivering compelling visual solutions. Alongside my design practice, I serve as a Faculty Member at The Islamia University of Bahawalpur, where I share my knowledge and experience with the next generation of artists and designers.

With a keen eye for detail and a dedication to innovative design, My work blends artistic expression with functional design, ensuring both aesthetic appeal and effective communication.

As an educator, I am committed to fostering creativity and technical skills in my students, bridging the gap between industry practices and academic learning. Whether through my personal projects or in the classroom, my goal is to inspire, create, and elevate visual storytelling.



EXPERIENCE

Lecturer

2020 – Present

- I serve as 5 years a Faculty Member at The Islamia University of Bahawalpur
- Deliver lectures, workshops, and courses on graphic design (e.g., typography, branding, UI/UX, Adobe Creative Suite).
- Develop course materials: slide decks, video tutorials, assignments, and project briefs.
- Mentor students on design theory, tools and industry trends.
- Stay updated on design software, trends (AI tools, motion graphics), and pedagogical methods.

Honer Zeba Art Studio

2021 - 2022

- Portfolio Development. Helping students build a standout body of work.
- Virtual Component: Online courses with interactive assignments.
- Commissioned Projects: Studio collaborates on client work.
- Thesis Showcase Architect:* Spearheaded a high-impact thesis display event, transforming academic research into an engaging exhibition. Curated presentations, coordinated logistics, and attracted industry attention, elevating student visibility and fostering networking opportunities.



CONTACT US



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Rahim Yar Khan, Pakistan



EDUCATION

Islamia University of Bahawalpur

MPhil in Visual Art

University College of Art & Design,
IUB

2021 - 2023



EXPERTISE

- Branding Strategy & Development
- Graphic Design (Print & Digital)
- Social Media Management & Content Creation
- Photography & Videography
- Project Management & Team Leadership
- Communication & Client Relationship Management
- UI/UX Design (Basic)



LANGUAGE

- English (Advanced)
- Urdu (Native)
- Hindi (Intermediate)
- Punjabi (Proficient)
- Saraiki (Native)



PASSIONS

- Teaching
- Photography
- Branding
- Business



REFERENCES

- Farrukh Hamaad Rasool
Assistant Professor (IUB-UCAD)
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- Farhan Abid
Lecturer(IUB-UCAD)
+92 333 7969291
- Umer Farooq
Assistant Professor(IUB-IBMS)
+92 300 3651019

BUSINESS INCUBATION CENTRE

2023- 2025

As a creative and strategic *Communication Designer* at [Business Incubation Centre Name], I specialize in translating complex ideas into engaging visual stories that elevate brand identities, enhance user experiences, and amplify outreach efforts for budding entrepreneurs. With expertise in branding, digital design, and multimedia content creation, I collaborate with startups to develop impactful marketing collateral, social media campaigns, and interactive presentations that foster growth and investor engagement.

CREATIVE HEAD

2019- 2020

Plumel
Lahore, Punjab, Pakistan

- Led and mentored a team of talented designers and photographers
- Optimized project management processes to meet tight deadlines consistently while maintaining a high level of creative output.
- Streamlined project workflows by establishing efficient processes, reducing turnaround time and increasing output quality.
- Managed creative projects from concept to completion, ensuring timely delivery within budget constraints.
- Developed and implemented data-driven social media strategies to increase brand awareness and drive sales.



SKILLS

Visual Artist, Painting, Digital artist, Rotoscopy film making, Handling student behavior and Challenges, Creative team leadership, Branding Expert, Strategic, Thinking, Visionary, Concept Development, Artist, Brand Identity, Growth, Graphics, Photography, Social Media Management, Adobe Creative Suite, Camera, Visual storytelling.



ACHIEVEMENTS

KEY ACHIEVEMENTS

Visual Art & Design Excellence

Produced and exhibited in exhibitions, merging traditional techniques with contemporary digital media. Designed high-impact branding, marketing collateral, and multimedia content for [clients/projects], enhancing engagement and aesthetic appeal.

I don't just teach—I unlock creative genius. As a dynamic hybrid of educator, designer, and visual artist, I blend razor-sharp pedagogy with boundary-pushing artistry to inspire students, craft unforgettable brands, and create show-stopping visuals that demand attention.