



MADEEHA HIRA

Multimedia Professional

BIO DATA

Nationality Pakistani
Born Islamabad
Languages Urdu, English, Punjabi,
 Arabic

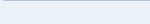
EDUCATION

2008
Fatima Jinnah Women University
 BCA (Hons) Multimedia Graphic Designing
2004
Islamabad College for Girls F-6/2
 FSc (ICS) Physics, Mathematics, Statistics

WORK

Experience 10+ years
Current: PTCL Ufone 
 HR Internal Communication Personnel

IT SKILLS

Adobe Photoshop 
 Adobe Illustrator 
 MS Office Tools 
 HTML 
 Corel Draw 
 Punch Home Design 
 Canva 

PERSONAL SKILLS

Team Player
 Innovative
 Positive Attitude
 Problem Solver

TIMELINE

- Present** **Pakistan Telecommunication Company: (PTCL Ufone Islamabad)**
People & Organization
 (Assisting with Internal Communications as well as Digital Media tasks)
Learning & Management Experience
 Currently enhancing the user interface of the Learning Portal to improve usability and visual appeal. Additionally, refining TMS course thumbnails for a more engaging and consistent design.
- 2020** **HR Media & Strategy**
 (Graphic Designer involving HR Bulletin, Campaign, Print Media Designing etc.)
- 2019** **Air University, E-9 Islamabad**
 (Multimedia Professional on tasks such as Annual Report Design, Print Media, and Social Media)
- 2013** **BlueGenX, Rawalpindi**
 (Freelance Graphic Designer)
- 2011** **Palmchip, Moobila, Islamabad**
 (Iphone/iPad, Website & Android Application UI Designer)
- 2009** **YES Network, Pakistan**
 (Part-time Graphic Designer and Event Organizer)
- 2006** **Habib Bank Tower, Islamabad**
 (Web Designer Internship)

CONTACT

- Mobile** 03345445225
- Email** madeehahira@gmail.com
- Website** Behance.net/madihakazi
- LinkedIn** www.linkedin.com/in/madihahassan
- Facebook** www.fb.com/MaDesigner001
- Instagram** @madesigner_01

ABOUT ME

I am Madiha, a seasoned **Multimedia Specialist** with expertise in **graphic design, digital communication, and UI design**. My passion for sketching and painting from an early age laid the foundation for my creative career.

I hold an **Honors degree in Multimedia** from Fatima Jinnah Women University, where I mastered industry-leading tools such as **Adobe Photoshop, Adobe Illustrator, Canva, MS Office, CorelDRAW, and contemporary digital trends**.

My professional journey began with UI design for **iPhone, iPad & Web applications**, which provided me with hands-on experience in user-centric design. Later, I expanded my expertise by enrolling at a renowned Engineering University in Islamabad, where I further honed my technical and communication skills.

Currently, I am contributing to **Pakistan Telecommunication Company Limited (PTCL Ufone)**, where I transitioned from an Innovation Expert to a key role in **Internal Communications**. Here, I leverage my **design, branding, and digital communication skills** to enhance employee engagement through impactful visuals and messaging.

As a creative professional, I am continuously evolving, exploring new dimensions of design, and refining my artistic and technical capabilities.

RECREATION



Awards

19th IEEE International
 Multi-Topic Conference Logo INMIC 2016-Designer
 Award Dec 2016

International conference on Energy Systems &
 Policies (ICESP)- Organiser & Coordinator Award
 Nov 2014

International conference on Energy Systems & policies
 (ICOMS)- Organiser Award
 Nov 2014

YÈS Network Pakistan

Certificate of Teaching Graphic Design
 Sep 2009

National Arts Council Pakistan

Poster Competition Event Organiser
 Jan 2012

CERTIFICATES & AWARDS

Pakistan Telecommunication Company Limited
HR Excellence Award 2020

Certificate of Recognition: For demonstrating outstanding skills & Creativity in
 Talent :March 2023

Certificate of Recognition: For valuing the Success on the launch of PTCL group
 Values: Sep 2023

Certificate of Recognition: For demonstrating PTCL Group Value "Win Every Battle"
 : Oct 2023

Certificate of Appreciation : For mentoring in the Justuju Internship Program:
 2023

Air University || Trainings

Web designing and development
 June 2019
 Foundation of everyday leadership
 May 2019
 Indigenous On campus Training
 July 2016