



Laraib Farman

Date of birth: 19/04/2000 | **Place of birth:** Rawalpindi , Pakistan | **Nationality:** Pakistani |

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ABOUT ME

Design graduate with experience in visual communication, illustration, digital media, and design education. Currently engaged in both academia and the creative industry, with interests in user-centered design, visual storytelling, and interdisciplinary creative practices. Passionate about contributing to innovative design education, research, and contemporary visual culture through advanced study and collaborative learning.

WORK EXPERIENCE

LECTURER —ART & DESIGN DEPARTMENT – SARHAD UNIVERSITY OF SCIENCE AND TECHNOLOGY ISLAMABAD CAMPUS – 29/07/2025 – Current – ISLAMABAD , PAKISTAN

Website: <https://isb.suit.edu.pk>

Responsibilities:

- Teaching undergraduate courses to the students of Bachelor of Computer Arts, including subjects such as Digital Design, Drawing, History of Computer Arts.
- Designing course materials, assignments, and assessment tools in alignment with academic standards and learning outcomes..
- Participating in curriculum development and program accreditation processes.
- Engaging in departmental meetings, academic committees, and quality assurance activities.
- Organizing and participating in academic events, workshops, and industry collaborations.

CHARACTER DESIGNER (REMOTE) – ANIMATION SHORTS LTD – 17/10/2024 – Current – LONDON , UNITED KINGDOM

Website: <https://uk.linkedin.com/company/animation-shorts-ltd>

Main Responsibilities

- Designing 2D characters for animated promotional videos tailored to a variety of UK-based businesses and industries.
- Collaborating remotely with creative directors, animators, and scriptwriters to ensure character designs align with brand identity and communication goals.
- Developing character concepts, turnarounds, expression sheets, and style consistent assets for animation production.
- Delivering high-quality digital artwork using industry standard tools such as Adobe Illustrator, Adobe Photoshop, Procreate.
- Adhering to project timelines and maintaining consistency across multiple promotional campaigns.

ADMINISTRATIVE COORDINATOR — INTERMEDIATE PROGRAMS – THE CENTRE OF EXCELLENCE IN ADVANCE STUDIES – 07/07/2023 – 02/10/2024 – ISLAMABAD , PAKISTAN

Website: <https://cas-pak.edu.pk>

Main Responsibilities:

- Served as an administrative coordinator and admission counsellor at intermediate level.
- Managed the complete student admission and registration process with the Federal Board of Intermediate and Secondary Education Islamabad (FBISE), ensuring compliance with board policies and deadlines.
- Acted as a liaison between parents and teaching staff, facilitating effective communication and resolving academic or administrative concerns.
- Maintained accurate and confidential records of student data, including attendance logs, internal assessments, and board examination entries.
- Organized and stored student records and documents in a proper filing system for easy access and future use.
- Coordinated and hosted administrative meetings to address inquiries, provide updates, and ensure smooth daily operations.
- Shared important updates and meeting notes with staff to keep everyone informed about changes and decisions.

Main Activities and Responsibilities:

- Created a wide range of 2D character designs for animated series “Ali ki Storybook” and “Dado and Daniya”, both featured on the Tapmad streaming platform.
- Developed storyboards for educational video content targeted at children, supporting visual storytelling and lesson structure.
- Designed illustrated thumbnails and visually engaging social media graphics to enhance digital presence and viewer engagement.

ASSISTANT ART TEACHER (INTERN) – FAZAIA INTERMEDIATE COLLEGE, NUR KHAN BASE – 01/10/2018 – 30/11/2018 – RAWALPINDI , PAKISTAN

Main Activities and Responsibilities:

- Assisted the lead art teacher in planning and conducting creative art activities for Montessori-level students.
- Supported children in using various materials and techniques such as painting, drawing, and collage.
- Helped maintain a safe, engaging, and child-friendly classroom environment.
- Encouraged creativity, self-expression, and skill development through guided art exercises.
- Prepared art materials and organized student artwork for display.
- Gained experience in early childhood education and art-based teaching methods.

● **EDUCATION AND TRAINING**

CURRENT

MS INTERIOR & SPATIAL DESIGN (ENROLLED) Comsats University Islamabad

16/09/2019 – 06/06/2023 Islamabad , Pakistan

BACHELOR OF COMPUTER ARTS Foundation University Islamabad

Website <https://fusst.fui.edu.pk> | **Field of study** Art & Design | **Final grade** 3.63 | **Level in EQF** EQF level 6

2016 – 2018 Rawalpindi , Pakistan

INTERMEDIATE IN FINE ARTS Rawalpindi Women University

Website <https://www.rwu.edu.pk> | **Field of study** Arts and humanities | **Level in EQF** EQF level 4

01/04/2014 – 01/03/2016 Rawalpindi , Pakistan

MATRIC Bahria Foundation College, Satellite town Campus

Field of study Science | **Level in EQF** EQF level 2

● **RESEARCH & ACADEMIC CONTRIBUTIONS**

Co-opted Member — Board of Studies (Bachelor of Computer Arts Program)

Sarhad University of Science & Information Technology, Islamabad | 2026

- Participated as a co-opted member in academic discussions and curriculum review processes for the Bachelor of Computer Arts program.
- Collaborated with faculty members in evaluating course structures, syllabus development, and academic planning activities.
- Contributed to maintaining academic quality standards and supporting curriculum enhancement initiatives.

Final Year Thesis Project "Tasweer-e-Rajai"

"Tasweer-e-Rajai" (Representation of Optimistic thoughts through conceptual art and Motivating Urdu poetry)
Bachelor of Computer Arts | 2023

- Conducted a creative research-based thesis integrating illustration and Urdu literary expression to communicate themes of optimism and emotional positivity.
- Explored visual storytelling, color psychology, conceptual illustration, and expressive composition techniques.
- Developed a series of illustrative artworks reflecting emotional narratives through combined textual and visual elements.

description

● **SKILLS**

Adobe Photoshop | Adobe Illustrator | Procreate | Canva | Digital Illustration/Digital Painting | Painting/
Drawing | Microsoft Office: Word, Excel, Powerpoint, Outlook, OneNote | Adobe XD

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	C2	C1	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **CERTIFICATIONS**

2024

Certificate of Participation in Comic Kahani Workshop by Umair Najeeb Khan

Digital's Flare, 2022

Certificate of Completion of Graphic Designing Course

Care International Pakistan , 2022

Certificate of Appreciation for Contribution during the “BREAKING THE SILENCE” event

Punjab Skills Development Fund, 2018

Certificate of Completion of Art & Craft course
