

AYSHA MASOOD



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OBJECTIVE

To contribute to an innovative academic institution where I can apply my expertise in graphic design, digital media, communication, linguistics and creative technologies while advancing excellence in teaching, research and professional practice. I aim to foster interdisciplinary collaboration, strengthen academic and industry linkages and contribute to doctoral-level research initiatives, curriculum development and knowledge creation. Through design thinking, innovation and continuous professional growth, I aspire to bridge academia and industry by developing impactful learning experiences, research collaborations and creative solutions that address emerging societal and technological challenges.

EXPERIENCE (VISITING)

- Institute Name: **Szabist, Islamabad. 02/2026 – till date**
- Institute Name: **National College of Arts, Rawalpindi. 02/2024 – till date**
- Institute Name: **Bahria University Islamabad. 02/2020 – till date .**
- Institute Name: **Riphah International University Islamabad 02/2023 – till date**
- Institute Name: **Abasyn University Islamabad 02/2020 – 2021**

EXPERIENCE (PERMANENT)

- **Principal** **05/ 2025 - 11/2025**
- Institute Name: PSDC-NK(PAFWA SKILLS DEVELOPMENT CENTRE NUR KHAN) - affiliated with NUTECH.
- **Sen.Lecturer and Lead Graphic Designer** **02 / 2017 – till date**
- Institute Name: Fazaia Bilquis College of Education, PAF Base Nur Khan , (Affiliated with Air university Islamabad) Rawalpindi, Pakistan.

Projects as Graphic Designer at FBCOEW

- Incharge design of all college official campaigns and events till date.
- Lead set designer of 31st Convocation stage and flex designing.
- Lead set designer of 30th Convocation stage and flex designing.
- Creative head of College Magazine launching after 2 decades.
- Literaria Fiesta (literature Festival) Lead graphic Designer of Project fall 2021. Seerat Conference November 21 Lead Graphic Designer.
- Creative head of visual campaign of Second International Multidisciplinary conference planned in March 2020.
- Visual campaign designed for WOOP INTERNSHIP PROGRAM, LAUNCHING CEREMONY, inaugurated by Begum COAS on November 2019.
- Recently designed campaign of DUKHTARAN E PAKISTAN CAMPAIGN held on December 2019.
- Worked in partnership in raising and designing of ISLAMABAD TASTE 2019 BROCHURE recently organized in Islamabad.

- Worked as Creative Head of Visual Campaign & Organizer of 1st International Multidisciplinary conference FIMGC were held on 6 April, 2019. •
- Conduct Annual exhibitions on digital Art with diverse themes.
- Intricate Event arrangements as Visual artist and Fine artist and be a part of other college activities like Convocation , Seerat conferences, Orientation ceremonies , Fun Fairs, Animated Presentations etc. •
- Designing college magazine and newsletter. •
- Conduct workshops on COMPUTER GRAPHICS, ART, CRAFT and CALLIGRAPHY and FINE ARTS according to HEC requirements to BS-HONS.
- Conducted short oriented courses in summers from 2016-2018.
- Worked as Freelancer with local Ad agencies and still doing different projects on and off.

EXPERIENCE

- **School Teaching Experience**
Fazaia inter college Nur Khan (2014).
- **Projects as Graphic designer at BUIC and Riphah) (2020-till date)**
BU GRAPHICA Visual branding Exhibition at BAHRIA UNIVERSITY ISLAMABAD
- Industrial Design IV SDGs based final display.

EXPERIENCE

(FIELD)

- **Graphic Designer at Cinepax Rawalpindi (Oct 2010–Jan 2011)**
- Web searching for Cinepax required visual communication material.
- Designed visually concession menu.
- Presenting the material to Cinepax graphics management and contracted approval.
- Poster making for the material as per space provided and displaying.
- Also involved in Event arrangements for Visual communication part.
- Award winning Doodle Logo selected for Second Cup Coffee in 2009
- Mock websites for different cafes.

SKILLS

- Research Methods
- Graphic Tools (Photoshop, Illustrator, CorelDraw 12)
- 3D blender, mire, canva, figma.
- Web designing (Front End)
- Design Interface
- Visual Communication.
- Communication skills
- Typography
- AI- Soro , Vids

- Research tools
- Latex
- NVivo, Mendeley
- Research methodology
- Advertising
- Stylistics

EDUCATION

- Ph.D. in progress (LSU).
- MS in Media Studies in 2023 (RIMS).
- MS in Social Sciences in 2020 (FUI).
- Masters of Language, Air University Islamabad in 2017.
- BCA (Bachelor of Computer Arts) in 2014 FUSST.

PROFESSIONAL ACCOMPLISHMENT

- Awarded as Best Lecturer 2022 from President, Pakistan Air Force Women Association.

EDUCATIONAL ACHIEVEMENTS

- Presented paper at MEDCOM Bangkok, Thailand 2025
- Presented Paper BNU, LAHORE 2025
- Presented Research paper RWU, 2023
- Presented Research paper PU, AMCAP, Lahore 2023
- Presenter at Doctoral Spring School AMCAP, BNU Lahore 2023 (Appreciated for Best Ph.D. Proposal).
- MS Thesis : Political branding for forthcoming elections 2023
- Research Articles published in HEC approved Category journal.
- <https://jahantahqeeq.com/index.php/jahanetahqeeq/article/view/1230/1119>. <https://pjlw.com.pk/index.php/Journal/article/view/v3i3-44-53>.
- Presented Research Article on tourism in FIMGC held at BILQUIS POST GRADUATE COLLEGE PAF BASE NUR KHAN RAWALPINDI.
- Presented Research poster less is more in ICELL 2019 held at MUET, Jamshoro University Sindh and got 3rd position.
- Stylistic Analysis of Advertisements Research thesis (what type of English structure Use in Ad Agencies).

- Presented Research poster less is more in ICELL 2019 held at MUET, Jamshoro University Sindh and got 3rd position.
- Stylistic Analysis of Advertisements Research thesis (what type of English structure Use in Ad Agencies).
- “Safar Hai Shart” assigned as final degree project thesis campaign for reviving of tourism in Pakistan, in which graphically designed route maps of Pakistan, inspiration taken from internet. •
- Work As Freelance photographer (Being a part of Photo walks) Videography projects (work on small documentaries).

REFERENCES

- Will be available on request.
- Portfolio can be available on demand

