

MADIHA

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SUMMARY

Creative and detail-oriented Graphic Designer specializing in remote digital design, social media content creation, and visual branding. Experienced in delivering high-quality design solutions for online campaigns, educational content, and promotional materials. Skilled in working independently in remote environments, meeting deadlines, and collaborating with virtual teams. Strong understanding of brand identity, marketing visuals, and engagement-focused design strategies.

WORK EXPERIENCE

Graphic Designer | Digital Pro360

Feb2026-April 2026

- Designed social media posts, banners, thumbnails, and promotional creatives for multiple clients across different industries
- Worked with diverse clients including hospitals, doctors, restaurants, schools, and law firms, ensuring industry-specific visual branding
- Created engaging digital content and marketing visuals tailored to client requirements and target audiences
- Developed YouTube and social media thumbnails optimized for higher engagement and visibility
- Produced brand-consistent designs aligned with client identity and communication goals
- Researched and generated creative content ideas independently to enhance visual storytelling and design quality
- Collaborated with clients to understand briefs and deliver customized design solutions within deadlines
- Ensured high-quality, print-ready and digital-ready outputs for all design projects
- date later

Freelance Graphic Designer (Remote)

Nov 2022- Present

- Designed social media content (Instagram posts, ads, stories, reels covers) for digital brands and student projects
- Created brand identity systems including logos, color palettes, typography, and visual guidelines
- Produced marketing materials such as posters, flyers, brochures, banners, business cards, and packaging
- Developed YouTube thumbnails and podcast visuals optimized for higher engagement
- Delivered remote client-based design work, ensuring fast turnaround and brand consistency
- Collaborated online with clients to understand briefs and deliver creative solutions

- Designed social media graphics and event promotional content
- Created daily workshop highlights and post-event communication materials
- Supported digital outreach and visual documentation for youth programs

Video Editing Intern | The Centrum Media

Sep 2024

- Edited interviews and documentary-style videos for digital platforms
- Added subtitles and optimized videos for social media engagement
- Applied storytelling techniques using B-roll and transitions
- Worked with remote production team on video content delivery

Graphic Design Intern | The Centrum Media

Sep 2024

- Designed podcast thumbnails and carousel posts for social media platforms
- Created presentation decks and visual layouts for digital campaigns
- Maintained brand consistency across digital media content
- Supported content team with creative visual assets for engagement improvement

Internship | Fatima Jinnah Women University | NYDP by the Government

Feb 2025 – May 2025

- Assisted administrative and documentation work in Vice Chancellor’s Office
- Supported university communication and development projects

LEADERSHIP & VOLUNTEERING

- **Senior Vice President**, National Youth Leadership Program (NYLP 2025)
- **Campus Head & Ambassador**, Global Youth Movement Pakistan
- **Volunteer**, Alkhidmat Foundation
- **Event Volunteer**, National Incubation Center

EDUCATION

B.S. in Communication and Media Studies <i>Fatima Jinnah Women University</i>	2022-2026
Intermediate (FA) <i>Askaria College</i>	2020 – 2022
Matriculation <i>Growing Years High School</i>	2018 – 2020

ADDITIONAL INFORMATION

Skills

- Video Editing (Cap Cut, Adobe Premiere Pro (Basic)
- Graphic Design (Adobe Illustrator, Adobe Photoshop, Canva)
- MS Office
- Creativity
- Teamwork
- Time Management
- Problem-solving
- Presentation Skills

Languages:

English | Urdu | Punjabi

Activities:

Designing | Digital Media | Writing | Photography | Community Volunteering

Certifications:

- Workplace Harassment | Law Wits | Dec 2025
 - Usher / volunteer | Change Mechanics + WECON | Dec 2025
 - Student Volunteer | NYDP BY Government + FJWU | Sep 2025
 - Human Trafficking Awareness Session | NUST | Feb 2025
 - Introduction to Journalism | Reuters News Agency | Mar 2024
 - Introduction to Digital Marketing | Great Learning | Feb 2023
 - Social Media Marketing | Great Learning | Jan 2023
 - Graphic Design | NS Training | Mar 2023
 - How to Design with Canva | Alison | Nov 2022
 - Intro to Graphic Design with Photoshop | Great Learning | Oct 2022
 - Foundation of Project Management | Coursera | Sep 2022
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References

Available on request