

**Iffra Khalid**  
**(Assistant Professor/ Graphic Designer)**  
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#### **SUMMARY**

I am an intelligent, self-sufficient and adaptable graduate with solid qualifications. I have a strong grip on software, multi-skilled and passionate trainers. I carry work experience as a motivational speaker and presenter at Umeed Jawan Youth Capacity building of Peace, Social Harmony and Conflict Resolution co-arranged by the Faculty of Social Sciences, BZU Multan. I have worked as a Graphic designer and photographer at digital rights foundation (DRF). I am Capable of working without supervision and willing to assume additional responsibilities. I possess the skills of Team building and leadership with high standard communication ability to establish positive interpersonal relationships. Quick and willing to assimilate and apply new work procedures. Familiar with a wide range of Art software's with a high standard of numeracy and literacy. I have worked with JICA Japanese International Cooperation Agency-Advancing Quality Alternative Learning Project as communication officer and design head. I was dealing with their communication strategy, publications design and text books design for Non-Formal Education Centres established by Federal Government and Provincial Governments. I also worked with Muslim World Today as Director Design. Worked at Mahmood Group (Passion Foods) as Creative Head for one and half years. Currently, I am working as Assistant Professor(Graphic Design) at Multan College of Arts Bahauddin Zakariya University Multan.

#### **AREAS OF INTERESTS**

- Photography • Graphic Design • Communication design
- Photo Retouching • Photo Manipulation • Management
- Theater and short film • Sports and Games • Videography

#### **SOFTWARE EXPERTISE**

- Adobe Photoshop • Adobe illustrator • Inpage
- Corel draw • Adobe Premiere Pro • Microsoft office

#### PROFESSIONAL DEVELOPMENT (Degree (institute)/ Major Subjects / Session)

1. **MPhil in History of Art and Design 2015-2017** (Punjab University, Lahore)
2. **B. Design 2009-13** (B.Z. University) Graphic Design
3. **F.Sc/Intermediate 2007-09** (FG Degree College for Women, Multan)
4. **Matriculation 2005-07** (Kehkashan Army Public School Multan)

#### EXPERIENCE

- Working as **creative head** at passion foods (Mahmood group) since **August 2020 till October 2021**.
- Worked as **in- house photographer/ design head** with American website called Muslim world today, **March 2016 - August 2019 (Online)**
- Communication officer at Japan international cooperation agency **October 2016-March 2020**.
- Worked as graphic designeR, photographer and videographer at digital rights foundation **September 2015-September 2016**.
- Former Member Rotaract Club of BZU ( **As Graphic Designer**)
- Attended **Youth leaders conference 2015 on full scholarship**
- Umeed Jawan **Moderator** – Youth Capacity Building through Art and Design, Dept. of Political Science, BZU **January 2015 – October 2015**
- SOS Walls Designing project **2013**.
- Documentary on Multan Travel Project.
- Street theater (Cleanliness awareness) works with **ADR2013**.
- Street theater **actor** since **2012**
- Online work experience with Pakistan today for **8 months**.
- Experience as Creative Consultant with Mahmood Group Multan for **2 years**.

#### EVENTS ORGANIZED

1. Design Head, **Zestival 2013-14 B.Z. University**.
2. Punjab Youth Festival **Arts competitions District level College/University 2012-14**.
3. Training session at BZU under **Digital RightsFoundation**.

## TEACHING EXPERIENCE

- Two days Photography workshop in IMS B.Z. University **2012.**
- Three Days Photography workshops in AWAZ Foundation **2013.**
- Three days Art activity Children Literature Festival (Bahawalpur and Multan) **2011-12, 2015 respectively**
- **Presently** working as Assistant Professor Multan College of Arts, Bahauddin Zakariya University, Multan

## WORKSHOPS ATTENDED

- **Sir Malcolm** (Old camera Technique) at BNU **2012.**
- **Mobin Ansari** (Travel Photography) at BNU **2012.**
- **Maria B** (Fashion Design) LUMS **2013.**
- **Irfan Ahsan** (Wedding Photography) at LUMS **2014**
- **Umair Jaliwala** (Training to be leaders) **2015**

## ACHIEVEMENTS

- 1<sup>st</sup>Position (Photography) **BNU Bestival 2012**
- 1<sup>st</sup>Position (All Pakistan Photo Essay competition) **LUMS Olympiad 2012.**
- 1<sup>st</sup>Position (Theatre) **FJWU Women's Week 2013.**
- 1<sup>st</sup>Position (Photography Provincial University Level) **Punjab Youth Festival 2012.**
- 1<sup>st</sup>Position (Dramatics Provincial University Level) **Punjab Youth Festival 2014.**

## ADDITIONAL SKILLS, LANGUAGES, INTERESTS AND PASTIMES

- Presentation Skills
- Communications Skills
- **Languages:** Urdu, English, Punjabi.
- **Interests and Pastimes:** Photography, Doodling, WebSurfing, Book Reading, Traveling, Hiking, Movies, Swimming.

RECOMMENDATIONS (AVAILABLE ON DEMAND)

- Saadia Farooq **Charter president at Rotaract club BZU** and director research and social media outreach at Muslim World Today

**Email:** [saadia@muslimworldtoday.org](mailto:saadia@muslimworldtoday.org)

- Supna Zaidi Executive director, Muslim world today:

**Email:** [supna@muslimworldtoday.org](mailto:supna@muslimworldtoday.org)

- Luavut Zahid professional journalist and **project head “Hamara Internet” at digital Rights foundation.**

**Email:** [Luavut@digitalrightsfoundation.pk](mailto:Luavut@digitalrightsfoundation.pk)

- Abid Gill- **Deputy Chief Advisor JICA-AQAL Project,**

**Email:** [abidgill@jica-aqal.org](mailto:abidgill@jica-aqal.org)

- Dr. Sophiya Umar– **Principal Multan College of Arts,** B.Z. University Multan.