

MADEEHA FASAHAT

SUMMARY

Graduate of 'National College of Arts Lahore' did graduation in 2000, with Graphic Design as a major subject, currently working as Assistant Professor Design (Visiting) at National College of Arts Rawalpindi. Also Member of University of Peshawar board of Studies. I have demonstrated my creative abilities for more than nine years with leading Advertising agencies, TV channels and Educational Institutes of Lahore, Islamabad and Faisalabad. Over time I have educated myself in as many mediums of graphics as I can. Designed series of kids Urdu learning mobile apps for Pakistan market for the iPhone, iPad retina and Samsung S series and Android devices also designed the GUI of a Clinical Decision app for society Vascular and international Neurology "SVIN". I am a poetess as well, wrote song "KHALAQ" for Chambaili (The fragrance of Freedom) for Pakistani feature film. Produced by Abdullah Kadwani & Shahzad Nawaz under the banner of Geo. Also hold Certification in television production, direction, film theory and screen writing from Geo television. Holds Certification in short film direction and screen writing from Script Net UK. Wrote and directed a short film named "Under Construction", which was produced by Script Net, UK. My Areas of expertise are Graphics, Photography, Television Production, Direction, Script writing, Drawing, Poetry and Art education.

EDUCATION

{2015-Till date}

BEACONHOUSE NATIONAL UNIVERSITY, LHR PAKISTAN

- **MA Art Education**

Doing Masters in Art Education, two semester are cleared I score 3.8 GPA in semester 1.

{2006-2000}

NATIONAL COLLEGE OF ARTS (NCA), LHR PAKISTAN

- **Bachelor of Graphic design**

Major subject: Graphic Designing
Minor subjects: Photography, Textile, Ceramics.

WORK EXPERIENCE

{Feb2016-till date}

NATIONAL COLLEGE OF ARTS RAWALPINDI CAMPUS

Assistant Professor Design (Visiting)

- Teaching First year Design Studio
- Taught Photoshop to 3rd year product design in first term
- Taught Photography to 3rd year VCD in first term
- Taught photography to 2nd year VCD in first term
- Designed curriculum of first and second term of FFY Design Studio

{May2016 - Aug 2016}

FATIMA JINNAH UNIVERSITY RAWALPINDI

Thesis external advisor

Supervised the thesis of three students of bachelor of graphic design

{Feb2015–Dec2015}

NATIONAL COLLEGE OF ARTS RAWALPINDI CAMPUS

Assistant Professor Design (Visiting)

- Taught First year Design Studio,
- Taught typography and Photography to 2nd year VCD design.
- Conducted a workshop of Adobe Photoshop for Third year Miniature students.
- Designed curriculum of first and second term of FFY Design Studio
- For the first time produced booklets one for each section from students at the end of the term 2015 of their whole year design studio work to make record of student's work.

{Jan 2013–Aug 2014}

NATIONAL INSTITUTE OF CULTURAL STUDIES LOKVIRSA ISLAMABAD

Program Coordinator

Worked as Program coordinator for 6 departments,

- Fashion and textile design, Interior Design, Hotel Management, Camera and lighting, post production, and Film and TV direction Production
- Was responsible for all advertising of Institute and Visa café.
- Made documentary for Institute.
- Organized fashion show, and arranged sponsors for the show.

{Sep2012–till date}

ALAMAAT (PROF AHMAD RAFIUQ AKHTAR)

Design Consultant

Working as a design Consultant for their Multimedia, Publicity and Print media design.

{Nov 2012–Nov 2012}

COMSATES ISLAMABAD

Guest Faculty

Successfully Conducted 5 days' workshop on Screen & Copy writing to 3rd year BDE of Architecture & Design Department.

{2011–2012}

RAWALPINDI INSTITUTE OF ART & DESIGN

HOD Design

Worked as head of design Department

- Established Photography studio
- Taught Graphics and Photography
- Designed the complete Corporate Identity and publicity campaign of the institute.

{March2011}

EXPRESS TV

Wrote a theme Poem for Express TV morning show "Yeh Subh Tumhari hai" on the occasion of Woman's Day Express TV played it daily in the beginning of the show from 7 to 13 march. It can be watch on the given URL

http://www.youtube.com/all_comments?v=bcqqhWexHcU

{2009-2010}

SKILL DEVELOPMENT COUNCIL ISLAMABAD

Visiting Faculty

Conducted workshops on digital photography and Photoshop

{Feb 2008-Sep 2008}

WIKID PLUS TV

Script Writer

Worked as scriptwriter with "Wikid TV channel". Did Research and Scripting for a

Kids Program named as "Travel Bug Wrote poems For a Musical Show"
Meet Sangeet"

{Feb 2008-Sep 2008} **CREATIVE CONSULTANTS**
Senior Graphic Designer

Worked on Desktop design, corporate identity, web sites interface and
Outdoor advertising design.

{Oct 2007-Dec 2007} **SCRIPT NET UK**
Short film writer director

Wrote and Directed a short film named as "Under Construction" Which was produced by
Commonwealth Development Fund, Script Net UK and British Council Pakistan.

{2005-2006} **FAISALABAD INSTITUTE OF TEXTILE & FASHION DESIGN**
Visiting Lecturer

Worked as visiting lecturer taught Graphic Design & photography 2nd year and 3rd year
bachelor of design.

{2002-2002} **INNOVATIVE PVT LTD**
Graphic designer

Worked as graphic designer my responsibilities included:

- Maintaining & Modifying www.i2cinc.com
- Product photo shoots and editing
- logo design
- Web & desktop designing
- Event management
- Designing of items required for exhibitions
- Also responsible for printing.

{Jan 2000-May 2002} **PUBLICIS ADVERTISING LAHORE**
Visualizer

Worked as Visualizer Responsibilities include all kind of desktop designing

{June 1998-Aug 1998} **SV ADVERTISING LAHORE**
Internee

Worked as an internee during summer vocations as a photographer and visualizer

TRAININGS

{2009} **SDC ISLAMABAD**
Did Certification In Home IT Business

{2007} **SCRIPT NET BRITISH COUNCIL LHR**
Did Directors Training held in British Council Lahore organized by SCRIPT NET, UK

{2006} **SCRIPT NET BRITISH COUNCIL LHR**
Selected for X-Changes project for 2006 held Between October and December 2006, by
"SCRIPT NET" British Council in Lahore host a series of three knock out workshops
aimed at teaching women writers screenwriting skills of international level and to
produce short film scripts for an international audience only 30 woman were selected
from whole Pakistan I was one of them only 4 were selected in the end I took the first
position

{2005} **GEO TV, PAKISTAN**
Did Certification in Television production Direction Film theory & screen writing

COMPUTER SKILLS

- Adobe Premier
- Adobe Photoshop.
- Adobe Illustrator
- Adobe InDesign
- Corel Draw

Additional Skills

- Poetry
- Story writing
- Script writing
- Documentary
Direction &
Production