



AYESHA TABASSUM

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📍 Abu Dhabi, United Arab Emirates

PORT
FOLIO

<http://www.ayeshatabassum.info>

EDUCATION

2020 - 2022

MS in Computer Science

Lahore College for Women University

Lahore, Pakistan

2015 – 2019

BS(H) in Computer Science

Lahore College for Women University

Lahore, Pakistan

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Canva

Figma

Microsoft Office

Wix

WordPress

AREA OF EXPERTISE

Branding

Product Packaging Design

Social Media Design

Print Media Design

Video Editing

UI/UX Design

Web Design

Research and Idea Generation

OTHER

Prepared thesis on the user experience of an immersive VR environment for mindfulness-based cognitive therapy targeting working women during MS

WORK EXPERIENCE

Tamween Solutions (NCC Group) | Abu Dhabi, United Arab Emirates

Lead Graphic Designer | April 2023 – Current

- Responsible for generating creative designs for print and web, exhibition graphics, websites, email campaigns, videos, brochures, product manuals, and labelling
- Contributed to FMCG promotions, videos, social media designs for Albela Supermarket in Abu Dhabi, leading to significant increase in footfall
- Created visually appealing and effective packaging solutions at Food Planet, overseeing the entire design process from label creation to carton design, resulting in increased brand awareness
- Translated business objectives and templates into clear, compelling, and visually exciting designs that are user-friendly and engaging
- Collaborated with marketing, product, and sales teams to ensure visual content effectively supports business goals and resonates with the target audience

EmpowHer Digital Agency | Lahore, Pakistan

Senior Graphic Designer | January 2020 – February 2023

- Led the design and development of marketing materials, including advertisements, brochures, social media assets, website visuals, and event graphics, ensuring creativity while adhering to client brand guidelines.
- Designed engaging and visually appealing menus for both print and digital platforms, alongside posters, banners, signage, and point-of-sale materials, ensuring brand consistency
- Created visual content, including property brochures, signage, for real estate campaigns to effectively communicate value propositions and attract prospective buyers

Misfit Pvt Ltd Digital Agency | Lahore, Pakistan

Graphic Designer | August 2018 – March 2020

- Supported the creation of promotional materials for a salon, including brochures and social media graphics
- Designed dynamic visuals for a fitness center, such as posters and digital assets, aligned with the gym's branding and marketing goals
- Assisted in producing travel marketing content, such as brochures and social media visuals, to effectively promote destinations
- Developed designs for restaurants and cafes, including menus and flyers, focusing on clear messaging and consistent brand presentation

Future Designz | Luxury Bathroom Solutions | Lahore, Pakistan

Graphic Designing Intern | August 2017 – March 2018

- Assisted in designing high-end product brochures and digital marketing materials, aligning with the luxury brand's aesthetic
- Supported the development of visual content for social media and website updates, contributing to the promotion of new luxury bathroom collections and driving brand awareness