

NARMEEN WASIM

Design and Visual Storyteller

✉ graphicsby.nar@gmail.com
🌐 narmeenwasim.com
🌐 <https://www.behance.net/narmeenwasim>

SKILLS

Proficient in Adobe Softwares —
Illustrator, Photoshop, InDesign,
AfterEffects, Premiere Pro, Adobe XD

Proficient in HTML and CSS coding

English — Native
Urdu — Proficient
Hindi — Conversational

EDUCATION

University of Arts London

2020-2023

BA (Hons) Graphic Design

Nanyang Academy of Fine Arts

2017-2020

Diploma in Graphic Communication

Kaplan

2016-2017

Diploma in Marketing Management

REFERENCES

Sharmeen Wasim

Owner & Pastry Chef of Tartbox

Contact details available upon request

Katerina Athina

Enquiries and Events Assistant at UAL

Contact details available upon request

Danette Long

Junior Graphic Designer

Written reference available upon request

OTHERS

Published Dissertation

My dissertation was chosen to be published online here: <https://www.designenquiry.org/enquiries/2023/would-you-like-a-side-of-plot-with-your-tropes>

WORK EXPERIENCE

2024

Evolved Group - Freelance Designer

Responsible for creating editorial designs for leaflets for a Google event, as well as designing social media assets. I worked closely with brand guidelines and key visuals, ensuring consistency and creativity across all materials. Through this, I honed my skills in adhering to brand standards while delivering impactful, visually engaging designs.

2024-24

Epigram Books - Marketing and Social Media Intern

Designed captivating social media posts, managed social media marketing campaigns, and assisted in organizing and facilitating events, including book launches and literary festivals. Additionally, provided customer service and sales support at the bookshop. Developed skills in graphic design, event coordination, and customer engagement, while fostering a passion for literature and marketing within the publishing industry.

2021-23

TartboxByMeenbakes - Freelance Designer

Collaborated with the brand owner to develop their visual identity, including the logo and promotional materials. Led the design process for packaging materials, using techniques such as brainstorming, sketching, and digital mock-ups. Ensured all designs were cohesive and effective across all touch points and accurately reflected the brand's values and goals. Demonstrated skills in project management, design thinking, and collaboration with clients.

2020-23

UAL - Student Ambassador

Led campus tours for prospective students and families as a student ambassador. Provided insights into the student experience and institution's unique features. Worked closely with admissions team to ensure engaging and informative tours. Assisted with open houses and orientation sessions, sharing student experiences and welcoming new students. Developed communication, public speaking, event planning, and coordination skills.

2020-23

Visual Society - Treasurer, Photographer, Workshop Host

Managed monetary practices, liaising with Students Union finance team as Treasurer for Visual Society. Captured photographs of society workshops and led craft skill workshops as a Workshop Host. Contributed to the Visual Society winning "New Society of the Year" award in 2022, and "Committee of The Year" award in 2023, which is a testament to the collective efforts in building a thriving community of artists and designers. Developed financial managements, event planning and leadership skills.

2019-20

SPH Radio - Graphic Design Intern

Designed ATL (Above the Line) and BTL (Below the Line) collaterals for the radio stations. Worked collaboratively with the marketing team to ensure designs aligned with branding and messaging strategies. Produced graphics for a variety of media, including print and digital platforms. Contributed to the creation of marketing campaigns and promotional materials for radio programs and events. Developed skills in design software and tools, including Adobe Creative Suite. Gained hands-on experience working in a professional design environment.