

### Objective

To better facilitate student learning in the area of graphic design and to conduct research and document the historical material related to design in Pakistan.

### Summary of Qualifications

- More than 3 years experience of lectureship in University of the Punjab
- 5 years of working experience in professional field as a freelance graphic designer
- Philosophical interest in documentation of history of design in Pakistan, and research
- Excellent technical skills and interpersonal skills as well as visualization power
- Excellent communication and written skills
- Expertise in English reading, writing and communication
- Expertise in Drawing, Illustration, Painting and 2d Animation
- Uncommon ability to follow written and oral instructions
- Ability to think creatively and the decision making power
- Excellent leadership quality and ability to cope up with colleagues
- Ability to motivate the students for the effective results

### Professional Experience

- ***Lecturer of Graphic Design, College of Art & Design, University of the Punjab, Lahore, Pakistan. From June 6<sup>th</sup>, 2008 to Present.***

#### ***Role & Responsibilities:***

- Teaching Computer Graphics, History of Design & Design Seminar to BFA-4 Graphic design part
- Teaching Advertising/Marketing & Computer Graphics to BFA-3 Graphic Design
- Curriculum Designing
- Assisting in the coordination and implementation of Graphic Design curriculum
- Coordinated special projects to promote the department's research interest
- Helping and Assisting students of BFA Graphic Design for their final Degree show and exhibition
- Presenting the college for various seminars on research and faculty development programs

- **Creative Assistant and Graphic Designer at Wateen Telecom International, Lahore, Pakistan. From June 6<sup>th</sup>, 2007 to June 5<sup>th</sup> 2008.**

*Role & Responsibilities:*

- To design and create print material for special events
- Campaign designing
- Showing the rough layout to the client by designing the storyboarding with the help of computer
- Suggesting the changes to the creative team according the client's needs and creating the perfect concept for the ad
- Organizing and managing various shows for the company e.g. Fashion Show, Festivals and Fairs

#### *Freelance Projects*

- **Content Development & Children Book Designing for Khalid Book Publishers, Lahore, Pakistan. From August 23, 2007 to present**

*Role & Responsibilities:*

- Suggesting and Developing content for the Children text books from level 0-9 according to child psychology
- Illustrations and drawing for the books
- Layout Designing and Content Management
- **Painting & Sculpture for Wateen Telecom International, March 2008.**
- **Interior Design and Branding for Dhahran Travel Agency, Lahore, Pakistan. May 2007.**
- **Branding and interior designing for PIA (Pakistan International Airlines) Psa, 2004.**

#### Education

- **M.Phil** in Finearts (Major: Graphic Design) Dissertation Topic: Development of Poster Design in Pakistan. 2011, Research Centre, College of Art & Design, University of the Punjab, Lahore, Pakistan
- **MFA** in Graphic Design, (Gold Medal) 2007, College of Art & Design, University of the Punjab, Lahore, Pakistan
- **BFA** in Graphic Design, 2005, College of Art & Design, University of the Punjab, Lahore, Pakistan
- Certificate in Multimedia Productions (Major: Animation), 2005, National College of Arts, Lahore, Pakistan.

## Awards

- Gold Medal awarded for MFA Graphic Design, 2007
- Honorary Scholarship from University of the Punjab for the year 2003, 2004 & 2005
- 1<sup>st</sup> prize in logo competition by Ministry of Health, Pakistan, 2006
- Talent Award by University of the Punjab, 2003

## Technical Knowledge

Adobe creative suit: Illustrator, Photoshop, Indesign. Corel Draw, Free hand, Adobe Premiere, Flash, Microsoft Office, etc.

## Seminars Attended

1. Seminar on **“Form and Linearity in Painting”** on 5.11. 2008, Research Centre, College of Art & Design, University of the Punjab, Lahore. An eminent international scholar Prof. Iqbal Hasan, Ex-Professor, Principal, Head of Academics, Advisor Academic Council, NCA, Lahore was the guest speaker.
2. Seminar on **“Research Methodology-I”** on 12.11.2008, Research Centre, College of Art & Design, University of the Punjab, Lahore. Dr. Shahida Manzoor, Coordinator, Ph.D. Programme, Research Centre, Punjab University was the speaker.
3. Seminar on **“Research Methodology-II”** on 17.11.2008, Research Centre, University College of Art & Design, University of the Punjab, Lahore. Dr. Shahida Manzoor, Coordinator, Ph.D. Programme, Research Centre, UCAD, Punjab University was the speaker.
4. Seminar on **“Modern Miniature Painting”** on 28.5.2009, Research Centre, University College of Art & Design, University of the Punjab, Lahore. Mr. S.M. Mansoor an eminent Research Scholar was the guest speaker.
5. Seminar on **“Styles of Calligraphy”** on 19.10. 2009, Research Centre, University College of Art & Design, University of the Punjab, Lahore. Ms. Rafiya Tahir, Doctoral student was the guest speaker.
6. Seminar on **“Sufi’ism”** on 26.1.2010, Research Centre, University College of Art & Design, University of the Punjab, Lahore.

Prof. Dr.Nabila Omar Adil, Department of Punjabi, University Oriental College, University of the Punjab, Lahore was the guest speaker.

7. Seminar on “**Conservation of Shalamar Gardens and its Art Works**” on 28.4.2010, Research Centre, University College of Art & Design, University of the Punjab, Lahore. Dr. Mahmood Hussain, HEC-Professor, Architecture Department, UCAD was the guest speaker.

### Hobbies

Photography, painting, travelling and cooking

### Personal Details

- Name: Ufaq Inaam
- Date of Birth: 21/11/1982
- Employment Status: Full time/Permanent
- Relationship status: Married

### Refrence

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2. DR. SHOUKAT MAHMOOD  
(President Medal for Pride of Performance)  
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