

## Curriculum Vitae

**Mamoona Rahim**  
Assistant Professor,  
University College of Art & Design,  
University of the Punjab,  
Allama Iqbal Campus,  
Lahore, Pakistan

**Mamoona Rahim** Assistant Professor, e-mail: Mamoona\_rahim@yahoo.com  
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Lahore.

**Gold Medalist:**

M.F.A (2005-2006), College of Art & Design, University of the Punjab, Lahore-Pakistan

**Exceptions:**

**Scholarship of Merit:** M.F.A (2005-2006), College of Art & Design, University of the Punjab, Lahore, Pakistan.

Consecutive Top Position Holder in honors B.F.A (2000-2003), College of Art & Design, University of the Punjab.

**Professional Qualification**

Degree	Session	Institute	Distinction
<b>M.Phil</b> (Art History)	2015-2017	Research Centre, PU, Lahore.	Second position
<b>M.F.A</b>	2005-2006	College of Art & Design, PU, Lahore.	Gold Medal
<b>B.F.A</b>	2000-2003	College of Art & Design, PU, Lahore.	First Position

**Experience:**

**Professional Experience**

2019- till date	Assistant Professor	College of Art & Design, University of the Punjab, Lahore.
2011-2019	Lecturer (Permanent)	College of Art & Design, University of the Punjab, Lahore.
2007-2011	Lecturer (on contract )	College of Art & Design, University of the Punjab, Lahore
2006-2007	Graphic Designer	Orient McCane Erickson, Lahore

**Expertise & Teaching Skills**

	Institute	Subjects
2007-till date	College of Art & Design, University of the Punjab, Lahore.	Advertising Design, Typography, Illustration, History of Design, Drawing, Computer Graphics (Adobe Photoshop CC, Adobe Illustrator CC, Adobe Freehand), Website design.

**External Examiner:**

2019	Hamza Foundation for the subject of “Graphic Design” in B.F.A
2011-2015	Hamza Foundation for the “Diploma of Computer Graphics”
2015	University of Education for the subject of “Study of Basic Drawing” in B.F.A
2012	University Of the Punjab for B.A Fine Arts

**Paper setter:**

2015-2016 University of Education for the subject of B.A in Fine arts

**Miscellaneous Projects of Graphic Design for the College of Art & Design, PU, Lahore:**

Information Design for the Prospectus (2008-2009), (2009-2010), (2011-2012), (2012-2013), (2013-2014)

Calendar Design for the University of the Punjab, Lahore 2011-2012

Editorial design for “*Landscapes, cityscapes and conceptual paintings*” 2011

Certificates design 2015

Promotional designs for the Posters, brochures, invitation cards, shield, backdrop and several other publication designs for the College.

Brochure designed for the thesis of M.F.A in Painting 2018

Brochure and Banner designed for the thesis of B.F.A & M.F.A in Textile Design 2019

**Graphic Designer at Orient McCane Erickson (2006-2007):**

Advertising campaigns designed for the clients:

Coca Cola, Fanta, Sprite, Kinley (under the trademark of Coca Cola), Super Asia, Virtual University, Sahara Foundation, Niche (magazine), Zipex Engine Oil, Bank of Punjab, Sami ( Dress Designer), Samsol, Medicare Trust, Pace Circle, Orient Express newsletter, Haleeb (Cream, Skimz milk, Gold) Nippon Paints, Link Dot Net, Canon, Ensha Builders, Qarshi Jam-e-Shirin.

Logo Designed for Channel Five (Khabrein News Group).

**Freelance Illustrator:**

- Jahangir Book Depot (JBD)
- Kitabistan Publishers
- Idara e Taleem o Agahe (ITA)