

DR. SYEDA AROOJ ZEHRA RIZVI

MEDIA & COMMUNICATION ACADEMIC | EXPERTISE IN DESIGN
PEDAGOGY, ADVERTISING STRATEGY, COPY-WRITING &
COMMUNICATION DESIGN | CURRICULUM DEVELOPMENT

Contact

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SUMMARY

Media and communication specialist with over eighteen years of experience in graphic design, advertising, and visual communication education. Committed to advancing sustainable and critically engaged learning environments that promote conceptual thinking, strategic design, and socio-cultural awareness. Skilled in curriculum design, interdisciplinary pedagogy, and the integration of theory with studio practice.

Research and teaching focus on visual rhetoric, semiotics, CDA, MDA, and CMT, exploring how visual media construct meaning and shape ideological and cultural narratives. Academic interests include design education, cultural semiotics, advertising communication, nation-branding, and sustainability in pedagogy. Dedicated to developing designers grounded in design thinking, conceptual development, human rights, and social responsibility, prepared for the demands of the global creative industry.

WORK EXPERIENCE

LECTURER (ON CONTRACT) June 2006 – 2008
(DEPARTMENT OF GRAPHIC DESIGN)

**University College of Art & Design,
University of the Punjab**

Job Responsibilities:

- Taught a diverse student population by employing various learning styles and methods as part of the 1st Year Foundation Design Course.
- Instructed over 100 students in collaboration with faculty from Graphic Design, Textile Design, Architecture, and Fine Arts departments.
- Developed a well-rounded, comprehensive course that was both introductory and skill-enhancing.
- Introduced students to new art mediums and materials.
- Provided students with a foundational base for specialization in subsequent semesters.

LECTURER (PERMANENT BASIS) June 2008 – Present
(DEPARTMENT OF GRAPHIC DESIGN)

**University College of Art & Design,
University of the Punjab**

Job Responsibilities:

- Develop and update semester outlines and instructional plans for various courses to ensure curriculum relevance and effectiveness.

SOFTWARE

- Adobe Suite
- Figma
- Microsoft Office
- Mendeley

- Instruct students through lectures, discussions, and demonstrations in Graphic Design Studio, Illustration, Advertising Design, Media Strategy and Interactive Design.
- Implement innovative teaching methods, including multimedia presentations, interactive class activities, and group discussions.
- Design and distribute comprehensive lecture materials and facilitate student learning.
- Provide academic advising and career guidance.
- Organize professional lectures, seminars, and industry-academia collaborations.
- Create an engaging and inclusive classroom environment.

EDUCATION

- **Universiti Malaya**

Ph.D. (Media & Communication Studies), Faculty of Arts & Social Sciences (2020/21 – 2025)

- **University College of Art & Design, University of the Punjab**
MPhil (Art History & Studio Practice) (2013 – 2015)

- **University College of Art & Design, University of the Punjab**
MFA (Graphic Design) (2005 – 2007)

- **University College of Art & Design, University of the Punjab**
BFA (Graphic Design) (1999 – 2004)

SELECTED PUBLICATIONS (2024 - 2025)

- **Seals of Nationhood: Postage Stamp Designs as Visual Narratives of Pakistan's Identity** — *Journal of Applied Linguistics and TESOL* (2025-09-01)
- **Visual Metaphors Defining Social Issues in Burka Avenger (TV Series 2013–2016)** — *The Critical Review of Social Sciences Studies* (2025-09-01)
- **Dreading the Dragon: Health Communication and Sinophobic Visual Metaphors in Global COVID-19 Cartoons** — *Perinatal Journal* (2025-08-01). DOI: <https://doi.org/10.57239/prn.25.03310013>
- **Analysis of COVID-19 Visual Metaphors in Pakistani Editorial Cartoons** — *Pakistan Journal of Life and Social Sciences (PJLSS)* (2025-06-17). DOI: <https://doi.org/10.57239/pjlss-2025-23.1.00717>
- **Ode to Sialkot** — Punjab Small Industries Corporation (Book) (2024-08-01)

LANGUAGE

- Urdu: Native
- English: Professional proficiency (IELTS 8.5)
- Punjabi: Fluent
- Malay: Basic familiarity

CONFERENCES, SEMINARS, AND WORKSHOPS (ATTENDED / ORGANIZED)

2025

- Organized Sonic Narratives: Sound Design and Scoring for Film & Digital Media, a seminar with Rohail Javed, UK-based Sound Designer and Music Producer, Department of Graphic Design, University of the Punjab (October 22, 2025).
- Organized Figma Workshop (Introduction to UI/UX Principles, Design Collaboration, and Real-Time Prototyping), conducted by Mr. Danish Raza, Design & Experience Manager, Department of Graphic Design, University of the Punjab (October 21–29, 2025).
- Presented at ICCA 2025 – International Conference on Communication and the Arts, Faculty of Arts & Social Sciences, Universiti Malaya (April 2025).

2024

- Conducted an intensive UI/UX Workshop with Spotify Product Designer Mr. Danish Raza for M.F.A. students, Department of Graphic Design, University of the Punjab. 2023
- Attended World Buddhist Conference 2023 – Futureproof the Past, organized by Young Buddhist Association of Malaysia.
- Attended seminar The Art of Book: Turning Your Thesis into a Book by Prof. Dr. Hamed bin Mohd. Adnan, Universiti Malaya.

2022

- Participated in Pushing the Boundaries: The Art of Writing International Publications (Seminar) by Dr. Donnie Adams, Institute of Advance Learning, Universiti Malaya.
- Attended Gandhara and Buddhraj Art, Religion in Pakistan and Southeast Asia in collaboration with Faculty of Arts & Social Sciences, Universiti Malaya.
- Participated in Momentus 2021 – Online Exhibition (PSA, Creative Writing, Short Film, Documentary, Brand Manual, Advertising), Department of Media & Communication Studies.

2021

- Attended seminar How Adaptable Are We from a Publishers' Perspective? by Rozita Nordin.
- Attended Research Methodology Workshop held by Universiti Malaya.

CORE COMPETENCIES :

- Communication Skills
- Critical Thinking
- Concept Building
- Copywriting
- Academic Research

2020

- Organized a 1-Day Workshop on Packaging in collaboration with Synergy, Dentsu International, University College of Art & Design.
- Attended seminar Into the World of Publishing: An Update on the E-Book Industry of Malaysia by Faiz Al-Shahab.

2019

- Organized seminar on Digital Art by Ameena Sajjal and Mahnoor Ahmed at University College of Art & Design. (2017–2018).

2017–2018

- Organized Replica Paintings for Charity Auction in collaboration with SOS Pakistan and B.F.A. (Graphic Design) students, University College of Art & Design.
- Chief Organizer of Artathon, a landmark inter-university art festival organized by University College of Art & Design, featuring participation from 15+ universities and over 200 competition entries.
- Organized Postage Stamp Design Competition in collaboration with Pakistan Post and final-year B.F.A. students, University College of Art & Design.

2010–2014

- Faculty Liaison for MediaFest & NAQSH Fest GIKI – Media & Arts Festival, securing wins in all categories for five consecutive years.

2012

- Faculty Organizer (overseeing 8 committees) for Sarir-e-Khama: Art of the Pen, International Conference & Exhibition, University College of Art & Design.

2011

- Attended artist reference session on M.F. Hussain, and seminars in honour of Prof. Anna Molka Ahmad and Mr. Ahmad Javed, University College of Art & Design.

2010

- Attended Faculty Training Workshop on Semester Rules & Regulation conducted by Prof. Dr. Anis A. Siddiqi.
- Faculty Organizer for Milli Naghma, a national event by the Musicology Department, University College of Art & Design.

2008

- Attended Neuro-Linguistic Programming (NLP) Workshop by Prof. Dr. Moiz.
- Organizer for The Second Inter-University Performing Arts Festival (IUPAF-2008), University College of Art & Design.

2006

- Organizer for The Second Inter-University Performing Arts Festival (IUPAF-2006), University College of Art & Design.
- 2010–2013 (Recurring)
- Faculty Advisor for Street Art Competition, University College of Art & Design.

PROFESSIONAL ACHIEVEMENTS

- Member, Board of Studies – University College of Art & Design (2010, 2012)
- Member, Board of Faculty – University of the Punjab (2010, 2012)
- Student Advisor – UCAD (2010–2014)
- Student Council Liaison – UCAD (2013–2014)
- Member, Library Committee – UCAD (2010, 2014)
- Member, Book Club – UCAD (2013, 2014)

REFERENCES

Upon request