



Hi! I am Rabia Qasim

Design Teacher & Advisor |

Graphic Designer

Based in Dubai, United Arab Emirates.

Available to start immediately

ABOUT

With over a decade of experience in Digital, eCommerce, Agency, and Communications, I create designs that enhance brand image and online presence, ensuring clear communication and customer engagement. As a Design Lead, I oversee projects from concept to execution, aligning designs with brand vision. I collaborate closely with Marketing, Design Teams, Product, and Management to craft compelling narratives.

Currently, as a Design Teacher & Advisor at an IB school, I mentor MYP students, fostering design thinking, creativity, and problem-solving, bridging education with industry insights.

Specialties: UI Design, Interface Design, Content Development, Website Design, Ideation, Team Mentoring, Design Thinking, Education & Training.

SKILLSET

- Adobe XD
- Adobe Photoshop

- Adobe Illustrator
- Exploring New Design Platforms

- Visual Communication
- Creative Thinking

- Team Management
- MS Office

EXPERIENCE

- AUG 2024
TILL DATE**
Design Teacher & Advisor
TNS BEACONHOUSE - LEARNING WITHOUT BOUNDARIES
As a Design Teacher & Advisor at TNS Beaconhouse, I teach **Design Technology** subject to MYP students of Grades 6–8, following IB standards and an inquiry-based learning approach. I develop and implement project-based learning experiences that foster creativity, critical thinking, and problem-solving. By integrating digital tools, design software, and prototyping techniques, I enhance student engagement and learning outcomes. I guide students through the design thinking process, encouraging innovation, reflection, and hands-on problem-solving. My role also includes conducting formative and summative assessments, providing constructive feedback to support student growth. I cultivate a student-centered learning environment, promoting collaboration and independent learning. Additionally, I collaborate with faculty to integrate interdisciplinary projects and actively participate in professional development within the IB community.
- NOV 2023
TO JUL 2024**
Art Director
TAKMEEL SQUARE (PAK - UAE)
As an Art Director at Takmeel Square, a premier real estate development company, I led the visual identity and creative direction for multiple brands, including Takmeel Square, Takmeel Homes, and Takmeel Bazaar. I strategized and executed high-impact social media campaigns, ensuring brand consistency and audience engagement. I spearheaded the redesign of the Takmeel website, aligning it with the company's evolving brand identity while enhancing user experience and storytelling. Additionally, I took charge of the UAE-based Takmeel Signatures project, overseeing the development of high-end marketing collateral—including brochures, catalogues, and presentations—to elevate brand positioning and investor engagement. Beyond execution, I collaborated closely with marketing, development teams, and senior stakeholders to refine creative strategies that strengthened brand recognition and market impact.
- FEB 2023
TO OCT 2023**
AVP - Senior Manager Graphic Design
MCB BANK LIMITED (PAK - UAE)
As Senior Manager Graphic Design (AVP Grade), I spearheaded the creative vision and strategic execution of digital and social media initiatives, driving brand growth and audience engagement. I led the design strategy across multiple platforms, overseeing content development, high-impact animations, and website revamps to ensure a seamless, modern, and user-centric brand experience. I played a pivotal role in shaping the visual identity of MCB Bank's digital banking ecosystem, managing Debit Cards, Raast P2M, MCB Live, MCB Funds, Adamjee Life, and Adamjee Insurance. By crafting compelling digital narratives, I enhanced product visibility and customer engagement. Additionally, I led MCB Bank UAE's creative strategy, developing region-specific marketing materials and managing a dedicated social media calendar to strengthen the bank's international presence. Beyond digital, I drove large-scale event branding and execution, ensuring end-to-end coordination of marketing assets, approvals, and stakeholder alignment. Working closely with the Head of Marketing and external agencies, I ensured a cohesive, high-quality brand presence, positioning MCB Bank as a market leader through impactful design and innovation.

- NOV 2021 TO DEC 2022**
Product Designer
BEST BUY MALL (EMBLEM TECHNOLOGIES PRIVATE LIMITED)
 In this role, I designed mood boards, UI/UX elements, and templates while working on Features, and User Stories through design sprints. I collaborated with Product Managers, Developers, and QA Teams, provided art direction, and translated designs into code. I also worked within a scrum team, integrating design expertise in an agile environment and managing visual design from concept to final development hand-off.
- JAN 2021 TO NOV 2021**
Visual Artist
PUNJAB INFORMATION TECHNOLOGY BOARD (PITB)
 I was responsible for conceptualizing and producing visually engaging content, including graphics, visuals, and ideas, tailored to the specific requirements and guidelines of PITB projects. My role involved translating concepts into visual representations and overseeing their execution across various mediums such as digital, social, and print platforms. Key responsibilities encompass generating ideas, creating artworks, designing campaigns and events, crafting favors and giveaways, managing teams, coordinating with vendors, overseeing fabrication and execution processes, integrating campaigns across multiple mediums, and delivering presentations.
- FEB 2016 TO DEC 2020**
Creative Designer (Freelancer.com)
 As a full-time freelancer, I provided design services to local and international clients, creating marketing materials like flyers, social media content, signage, postcards, posters, and billboards. I managed projects from concept to completion, developing creative advertising content for various media to maximize brand awareness.
- OCT 2014 TO DEC 2015**
Senior Communication and Visual Designer
WEBSKETCHERS
 As a Senior Communication Designer, I was responsible for managing all design projects from concept to delivery. Other responsibilities included creating original artwork and reviewing the drafts of Junior Graphic Designers to ensure quality work and no plagiarism. I also supported my team to create and manage digital and print designs for our marketing needs. My other responsibilities also included managing all graphic design tasks, refining projects and drafts, and generating creative ideas. During my time as a Senior resource, I tried my best to obtain extensive knowledge of graphic design, styles, and techniques while gaining experience in implementing marketing campaigns.
- APR 2013 TO JUN 2014**
Digital Creative Manager
COMMTTEL DIGITAL
 Responsible for online advertising, social/digital media and specially print media for all the clients. Web layouts and website design. Accounts: Servis, Servis Fun & Learn, Scotch Brite, 3M, Haleeb Foods, Cremyum, etc. Also responsible for their LinkedIn and Twitter accounts.
- FEB 2009 TO DEC 2010**
Graphic Designer
DIRECTORATE GENERAL PUBLIC RELATIONS (DGPR)
 Started my career as a Graphic Designer and spent a lot of time honing my designing skills and in learning multiple relevant tools and software. I reported to the Senior Graphic Designer, and my line manager always encouraged me to do a lot of prototyping. As part of the DGPR media wing, I was directly responsible for creating mood boards and prototypes of promotional campaigns for the DGPR – PEF, Government of Punjab, Lahore.

EDUCATION

2008	Punjab University College of Art & Design (PUCAD) Mixed Media, Advanced Design, Art Criticism.	MFA Graphic Design
2006	Punjab University College of Art & Design (PUCAD) History of Arts, Graphic Design, Illustration, Drawing, Graphic Arts.	BFA Graphic Design
2002	Lahore College for Women University Lahore (LCWU) Fine Arts, Mathematics, Persian	FA-Fine Arts
2000	Divisional Public School (DPS), Model Town, Lahore General Science, Mathematics, Arts, Home Economics.	Matriculation

Hey there! Happy to hear from you.

Call, Whatsapp on the above mentioned number or simply email me.