



VIEW MY PORTFOLIO AT

www.saniazahid.com

DESIGN PROJECTS

www.saniazahid.com/design-projects

ILLUSTRATION PROJECTS

www.saniazahid.com/art-projects

WHO AM I?

High-performing digital communications professional, having 10 years of experience in digital content design & Illustration, photography, social media engagement, game design. Skilled in brand storytelling, visual identity, and content marketing to drive audience growth. Proven ability to collaborate across teams, align communications with organizational goals, and deliver impactful, data-driven strategies in fast-paced environments. Experienced in creating content that resonates with diverse audiences and staying current with industry trends to drive innovation.

EDUCATION

□ Diploma

Interactive Media Design
Seneca College
Toronto, Canada.
3.9 CGPA

□ Bachelors

Graphic Design (Illustration major)
University of Karachi
Pakistan.
3.4 CGPA

SOFTWARES

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Lightroom
- Adobe Aftereffects
- Adobe Premier Pro
- Substance Stager
- HTML-CSS

WORK EXPERIENCE

— Professor - Seneca Polytechnic College | Toronto, ON | Sep 2024 - Present

- Develop & deliver curriculum for Interactive Media Tools in the Interactive Media Design program, focusing on digital content creation with software such as Adobe Photoshop, Illustrator, and other multimedia tools, while integrating accessibility best practices to teach students how to design inclusive content with high-contrast visuals.
- Provide ongoing feedback and summative evaluations on projects, ensuring that students meet professional standards in digital communications and creative concept development.
- Create real-world project assignments that allow students to practice and develop skills in digital content strategy, social media engagement, and multimedia production.
- Prepare students for professional roles by teaching brand rollout strategies, visual identity design, and digital storytelling techniques.

— Social Media Manager - Megha's Skin and Laser Clinic | Toronto, ON | Freelance | August 2024 - January 2025

- Designed and executed engaging social media content across various platforms, driving a 25% increase in followers engagement within 3 months.
- Managed the content calendar, ensuring timely scheduling and posting of content that aligns with the clinic's brand identity and marketing objectives.
- Developed creative social media campaigns to increase brand awareness, customer engagement, and promote services offered by the clinic.
- Collaborated with the clinic's marketing team to ensure alignment between digital communications strategy and overall brand messaging.

— Social Media Designer - Co-hearts Homecare & Support Services | Toronto, ON | Freelance | June 2024-July 2024

- Designed high-quality social media graphics that align with brand goals and drive audience engagement.
- Created and curated digital content, including graphics for social media platforms, ensuring consistency with the organization's digital communications strategy.

— Art Director - Seneca College | Toronto, CA | CO-OP | March 2024 - May 2024

- Directed creative efforts for the ARHT Holopod holographic display, leveraging emerging technologies to enhance event experiences.
- Collaborated on the design and implementation of holographic displays, enhancing event experiences.
- Produced high-quality video content for educational and promotional purposes.
- Edited and refined video assets using Adobe Premiere Pro and After Effects.
- Created engaging social media videos for audience engagement and brand storytelling.

— Peer Tutor - Seneca College | Toronto, CA | Part-Time Contract | June 2023 - May 2024

- Providing personalized tutoring to help students grasp course content, concepts, & assignments related to Digital Communication, Photography & Videography and Illustration.
- Providing feedback and strategies for improvement.
- Demonstrating professionalism, respect, empathy, and patience.

— Photography Teaching Assistant - Seneca College | Toronto, CA | Part-Time Contract | May 2023 - May 2024

- Offered support to students at Seneca College, aiding their learning process.
- Supporting instructor in organizing and facilitating smooth delivery of course materials.
- Demonstrating a strong understanding of course requirements & academic standards, enabling me to provide appropriate guidance & support to students.

TECHNICAL SKILLS

- Digital Illustration & Concept Art
- Digital Communications & Content Strategy
- Digital Storytelling & Audience Engagement
- Social Media Management
- Brand Management
- Accessibility in Digital Media Design
- Multimedia Production
- Motion Graphics
- Visual Identity & Branding
- UI/UX Design for Interactive Media & Games

SOFT SKILLS

- Detail Oriented
- Leadership
- Interpersonal Skills
- Communication
- Adaptability
- Problem-Solving
- Decision Making
- Effective Team Player
- Time Management

— Design Manager (Illustration & Design) - The Citizen Foundation | Karachi, PK | Jan 2020 - July 2023

- Managed a team, provided feedback for high-quality outputs, and prepared graphic assets that enhanced overall visual consistency.
- Led the design and rollout of visual identity systems for educational content, ensuring alignment with brand standards.
- Created educational materials requiring the translation of complex concepts into visually engaging designs.
- Promoted to a managerial role based on initiative, effective project timelines, and creative contributions.
- Collaborated on large-scale design projects from ideation to final execution, supporting the department's goals.

— Digital Artist - Upwork | Worldwide Freelance | Jan 2019 - Dec 2022

- Developed custom illustrations and design concepts for children's books and print materials that met cultural and industry standards, receiving recognition for innovative visual solutions.
- Delivered brand-aligned graphical assets for clients globally, including the USA, UK, and Pakistan.
- Contributed to consistent client satisfaction through high-quality designs and timely completion of deliverables.
- Ensured compliance with brand standards by producing visually cohesive materials for digital, print, and event assets.

— 2D Game Artist - The Game Storm Studios Pvt. Ltd. | Karachi, PK | Oct 2016 - Dec 2018

- Illustrated and developed 2D assets for mobile gameplay, including UI/UX design elements, characters, logos, and backgrounds, enhancing user engagement, maintaining visual coherence and consistency across all visual elements.
- Conducted market research on design trends to support innovative and identity-driven gameplay visuals.
- Delivered 20+ mock-ups and production-ready files per month, ensuring timely execution of branding projects and maintaining design coherence.
- Staying current with industry trends & techniques to maintain high quality & creativity.
- Take ownership for projects from ideation to execution with minimal oversight.
- Managing & executing multiple projects simultaneously.
- Mentored junior designers by providing constructive feedback and ensuring alignment with brand and design standards.

— Graphic Designer - Synergy Advertising | Karachi, PK | Internship | Jun 2015 - Jul 2015

- Designed graphics for print and web including illustrations, brand identity, social media graphics, editorial for magazine and other marketing materials.
- Recommended and consulted with clients on the most appropriate graphic design options based on their overall marketing goals.
- Provided creative input for large-scale design projects, collaborating cross-functionally to deliver cohesive branding solutions

