



CONTACT

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ABOUT ME:

Dedicated towards artistry with salient knowledge in graphic designing and a beneficial apprehension of Information Tech. Hardworking senior level graphic designer & curator with extraordinary creative thinking & project design abilities. Adept multitasking skills with the ability to bring simultaneous design projects to completion with efficiency and accuracy.

An ardent explorer on an ongoing trend.

AREA OF EXPERTISE

BRANDING	ICON/ LOGO DESIGN
PACKAGING DESIGN	ILLUSTRATIVE PATTERNS
UI/UX (Desktop and mobile based)	EDITORIAL ASSETS
OUTDOOR MEDIA CAMPAIGN	ILLUSTRATIVE TYPOGRAPHY
	CHARACTER DESIGN
PHOTOSHOP	<div></div>
ADOBE XD	<div></div>
ILLUSTRATOR	<div></div>
PROCREATE	<div></div>
INDESIGN	<div></div>
AFTER EFFECTS	<div></div>

WORK EXPERIENCE

Sr Graphic Designer

Mosaic Wellness Pvt Ltd  
(Subsidiaries Bebodywise & ManMatters) (2021 - Present)

Demonstrating a key role in all GD related work for Mosaic & its subsidiaries by promoting the vision of the company through high-quality assets. Implementing company's design and production matters related to advertisement, marketing & other high quality production work. Oversee all design elements, from the initial conception to final delivery. To Visualize and execute the design assets from a user point perspective to bring about solutions that really reflect thoughtful consideration work exploring different facets of style, tone and typography. Crystallising executable design solutions & how exactly they affect a brand system & hold the centric marketing collaterals. Managing all GD tasks, refining projects and drafts, and generating creative ideas. Guiding, planning and executing with the teams. Influenced the design team to flex with the best suited styles and graphical assets to different requirements. Operating on extending a brand system to various digital formats, ensuring brand collaterals fall within desired quality benchmarks and consistency and many more...

Independent Collaborations with:

Client - ISF- Lauren Johnson (Fitness Company, USA 2021):

Implemented stylescapes and a through proposal outlining outputs & goals to draw the requirements on basis of the following requirements :  
Logo & Secondary Mark.

Client - Bliss Please (Vegan Ice Cream brand, India 2020-2022):

Journey for this project included, branding, art direction and packaging design. Curated Primary Logo, secondary mark, packaging design and carried out various brand assets requirements.

Client - Shistaka - (Holistic Tea Brand, India 2021 - Present):

Established in depth details about the brand and it's language to represent the wider demographic. Demonstrated a work ethic to follow established design pattern for maximum profit, and more...

Client - Sleepsutraa (Mattress Brand, India 2019-2021)

Established brand assets and company website for the brand and assisting them with various other brand collaterals like Amazon EBC's (A+), Flipkart (A+), Brand Identity and more...

Client - Marigold Pages (Event Company, India 2019-2021)

Curated various digital illustration for boutique venues, handled digital & printable collaterals, wedding cards, and more...

Client - Tata Young (Conglomerate Industry, India 2019)

Illustrated posters for the brand's young creative initiative, empowering young audience.

Client - Naushad Enterprises (Recruitment Company, India, GCC, South Africa 2019- Present)

Curated company's website and compiled their brochure.

Graphic Designer & Visualizer

The Three Marketeers - (Jun 2019- Sep 2019)

Head of event creatives. Worked on for brands like Shaze, Jack & Jones, Forever52, Swiggy, Gaubble, etc., Co-planned brand events.

Jr Graphic Designer (Internship)

The Glitch - (Sept 2018-Dec 2018)

Worked on projects for brands like Dove, LinkedIn, Dalda, Lipton, Saffola and more... Responsible for media posts for many brands.

## EDUCATION DETAILS

- **DIPLOMA:** (2018-2019)  
FX School, Mumbai. India.  
Qualifications: Diploma course in Graphic Design (Arts and Deign)
- **COLLEGE:** (2014-2017)  
University Of Mumbai, Mumbai. India.  
Qualifications: Bachelors Degree in IT with Grade A
- **HIGH SCHOOL:** (2012-2014)  
R.D. National Junior College, Mumbai. India.  
Qualifications: Passed HSC in Science with Grade A
- **SCHOOL:** (2000-2012)  
St. Joseph's Convent High School, Mumbai. India  
Qualifications: Passed SSC with Grade A

## DIVERSE SKILLS

- Highly organized, thoughtful, critical and productive with the ability to successfully run multiple projects simultaneously.
- Flexible problem-solver, able to adapt to changing circumstances and needs
- A curious nature to explore, test and experiment.
- Acquainted with software skills.
- Critical knowledge and enthusiastic for my niche
- Love to write poems and is into NFT's and F1.

## LANGUAGE SKILLS



## ACHIEVEMENTS & GOALS

### GOALS:

- + To learn traditional and contemporary processes from letterpress, screen printing, photography, 3D construction, minting artwork and to many cutting edges technologies and opportunities.
- + To enhance core competencies related to the field of graphic designing.
- + To excel in a challenging and dynamic environment and reach to as many as possible through art.
- + Want to be associated with a company/organization where I can utilize my skills & gain further experience whilst enhancing productivity.

### ACHIEVEMENTS:

- My work was recognized by the team of Adobe Gen Create, WeTransfer, Kommuneo, ArtsXDesign.
- Awarded 9.9 best employee in the 360 Feedback at Mosaic Wellness, Overall second best employee in the category of authenticity, respect and responsibility for results.
- WINNER OF DISTRICT LEVEL TUG-OF-WARS | PARTICIPANT OF STATE LEVEL TUG OF WAR
- Winner at intermediate drawing competition in school | Participated in cultural activities in the field of crafts and design.
- Volunteer Work : College Festival | Visited an Old Age Home and Orphanage.
- Participated in a Flash-mobs for promoting the co-existence of humans & animals
- Invited to Judge a design competition for PG graduates at Women's College.

ACADEMIA - Scholarship from Domus Academy, Milan Italy.  
Enrollment opportunities from a few prestigious universities

## EXTERNAL REFERENCES

### WEBSITE

 <https://www.alamisha.com/>

### E-MAIL

 [ishafatima.alam@gmail.com](mailto:ishafatima.alam@gmail.com)

### SOCIAL'S

 <https://www.instagram.com/the96th/> | <https://www.instagram.com/the96thbranding/>