



CONTACT

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ABOUT ME:

Passionate senior graphic designer with tech-savvy flair. Expert in creative thinking, multitasking, and staying ahead of trends for impact. I infuse a convincing & contemporary edge into my work, making a lasting impact in the ever-evolving creative landscape.

AREA OF EXPERTISE

• BRANDING	• ICON/ LOGO DESIGN
• PACKAGING DESIGN	• ILLUSTRATIVE PATTERNS
• UI/UX	• EDITORIAL ASSETS
• OUTDOOR MEDIA	• ILLUSTRATIVE TYPOGRAPHY
• CAMPAIGN	• CHARACTER DESIGN

SOFTWARE SKILLS

PHOTOSHOP	
ADOBE XD	
ILLUSTRATOR	
PROCREATE	
INDESIGN	
AFTER EFFECTS	
PREMIERE PRO	
TOUCH DESIGN	
OFFICE SUITE	

WORK EXPERIENCE

Sr Graphic Designer

Mosaic Wellness Pvt Ltd
(Subsidiaries Bebodywise & ManMatters) (2021 - 2022)

- Managed design and production in advertising, marketing & more, overseeing projects from conception to delivery
- Focused on user-centric design, crafting thorough and thoughtful solutions exploring style, tone, and typography
- Ensured brand consistency in marketing collaterals through executable design solutions
- Managed tasks, refined projects, and guided teams, adapting styles to meet diverse requirements
- Excelled in crystallizing executable design solutions and understanding their impact on brand systems
- Played a crucial role at Mosaic and its subsidiaries, leading graphic design efforts and promoting the company's vision
- Extended role to digital formats, maintaining quality benchmarks
- Drove impactful and cohesive graphic design for the brand, with a multifaceted role and various responsibilities

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- 2022)

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

- **MA GRAPHIC DESIGN :** (2023-2024)
Kingston School of Arts, Kingston University, London.
Qualifications: Master's Degree
- **GRAD DIPLOMA :** (2022-2023)
Kingston School of Arts, Kingston University, London.
Qualifications: Grad. Dip in Graphic Design
- **DIPLOMA :** (2017-2018)
FX School, Mumbai. India.
Qualifications: Diploma in Graphic Design (Arts & Deign)
- **BACHELOR'S DEGREE :** (2014-2017)
University Of Mumbai, Mumbai. India.
Qualifications: Bachelors Degree in IT with Grade A

OTHER 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 my work.
- + 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

SOCIAL'S



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