

Syeda Fatima Zamir

Textile Designer, Marketer and Visual Merchandiser

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A seasoned Education and Marketing Professional with around 3 years of demonstrated working experience in different industry and education field. Proficient in designing (printing and weaving), marketing, merchandising, visual merchandising, event management and teaching. Well passionate about Art, Craft & Design and ready to achieve the objectives of the organization. Ability for design and color and use creative, imaginative and energetic, understand a company's target markets and know how to appeal to them, be aware of current trends and activities in design, market and education.

PROFESSIONAL EXPERIENCE

JINNAH UNIVERSITY FOR WOMEN



Lecturer

(March 2019 - Present)

- Preparation for Class Research, Slide Show and Handout Lesson Plans, Course Content, Handouts.
- Currently teaching in various areas of textile, fashion, and graphic design at the university.
- Responsible to teach these courses; Visual Merchandising, Event management, History of costume, Material, and process, Marketing, Weaving-I, Weaving-II, Textile technology, History of textile, business communication.
- Successfully organized and supervised the charity event for the Edhi foundation in the university.
- Responsible to plan field trips and seminars for students.
- Responsible to organize educational visits, workshops, and webinars for their better capacity building and training.
- Responsible to organize mini and final thesis shows of textile, fashion, and graphic design.
- Responsible to invite guests from different industries in mini and final thesis shows.
- Successfully organized multiple thesis shows in university.
- Organized seminars and webinars in the department.
- Planned and visited with students in textile mills.

Volunteer experience

- Conduct of Practical (Viva-Voce) jury Examination as an External jury Examiner in the Department of textile Design on January 2020 at INDUS UNIVERSITY, CLIFTON.

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Textile Designer

(August 2018 – February 2019)

- Worked as a freelance textile designer.
- Responsible for making digital prints and mapping those designs.
- responsible to make hand illustrations of prints



Afroze Textile Industries PVT.LTD

Textile Designer (internee)

(April 2017-june 2017)

- Worked as an internee textile designer cad-cam and concept designing department.
- responsible to make layouts and digital prints
- responsible to make color separation designs
- responsible to make towel, bedding designs, and mappings



Zohaib Qadeer Couture

Textile Designer (internee)

(May 2016- June 2016)

- Worked as Internee assistant digital designer and printmaker.
- Responsible to make some digital prints shirts, stoles for a design studio.
- Learned different techniques of textile work, different dress names, and styling of dress.



ACADEMIC QUALIFICATION

- **Masters in Design Marketing and Merchandising**
2018-2020 | 3.4 CGPA
AIFD-Iqra University
- **BS in Textile Design**
2014-2018 | 3.27 CGPA
Jinnah University for Women
- **B.I.E.K Karachi**
Intermediate – Pre- Medical
2013 | 2nd Division
Govt. Degree Girls College, Bufferzone,
Karachi
- **B.I.E.S Karachi**
Matriculation – Science
2011 | 2nd Division
The Happy Child Secondary
School, Karachi

TECHNICAL SKILLS

- Visual Merchandiser (making floor plans, window display, interior displays)
- Marketer
- Creative in DIGITAL DESIGNING on Adobe Photoshop, coral draw
- Painting & Sketching
- Manual and digital print designer
- Event manager
- Weaving off loom, Handloom
- Screen Print Techniques
- Block Printing Techniques
- Batik
- Weaving
- Felt making
- Natural dyeing
- Tie and dye techniques
- Photography
- Applica and Replica Work

CERTIFICATIONS, WEBINARS, SEMINARS & WORKSHOPS

- Attended Training event of Oric (JUW) on the topic of research and interaction at knowledge café (VITALTOWER) in 2019 and get certificate of participation of interaction.
- Attended a webinar on the topic of "Emerald Guide to get published" and get certificate of participation by emerald publishing in 2020.
- Attended a workshop on the topic of "Islamic calligraphy art" at Karachi university HEJ-LEJ department in 2019.
- Attended a training on the topic of "How to Enhance your e- Curriculum for DistanceLearners with e-Resources." in 2020 and get certificate of participation by IEEE Learning.
- Attended a webinar on the topic of "Post Covid - Emerging Career in Internet of Things (IOT)". In 2020
- Attended a webinar on the topic of "Insights into the Publication Process" by emerald publishing in 2020.
- Done workshop & course through application of state bank of Pakistan (NIBAF) on the topic of marketing and business in 2020 and Get certificate on complete "national financial literacy program for youth" By NIBAF 2020
- Attended a webinar on the topic of "Selection of scholarly journals for publications: Quality considerations" in 2020 by emerald publishing.
- Attended a webinar on the topic of "Higher Education Challenges during COVID-19" in 2020.
- Attended a training on the topic of "How to deal with the Qualitative Data by using NVIVO Software" with certificate in 2020.
- Attended a webinar on the topic of "New Realities for Quality Assurance and Online Resources: Reflections on INQAAHE's Role within a Global Framework" by HEC in 2020.
- Attended two days international teachers training symposium "International Online Symposium with certificate for teachers Professional Growth" in 2020 and Get certificate of participation.
- Attended a training on the topic of "Risk and Disaster Management" in 2021 and Get certificate of participation.

REFERENCE

- Will be available on request.