**S E H A R I J A Z**

D E S I G N E R

+92 302 8997221 | animation.by.seharijaz@gmail.com | Lahore, Pakistan | [linkedin.com/in/sehar-ijaz-](http://linkedin.com/in/sehar-ijaz-)

P R O F E S S I O N A L O V E R V I E W

Art Director & Designer with **3+ years of experience** and a Diploma in Screen and Media from the **NY Film Academy**. I have led many design projects like **advertising campaigns** in the **food industry** and **filmmaking projects** in Australia, earning recognition at the **NASFF Film Festival**. I’m proficient in modern design tools like **Adobe Suite, DaVinci Resolve, and Photoshop**, and excel in storytelling using visual content. I’m now looking to use my skills and work as a **{insert role}** in **{insert country}**.

W O R K E X P E R I E N C E

**Shiba Wings** | Senior Content Designer | Gold Coast, Australia Sept 2023 - Aug 2024

* Designed **social media content (50 posts/month)** including static images, videos and motion graphics using **Photoshop, Illustrator, Adobe AfterEffects, Adobe Premiere Pro, Canva Pro and Davinci Resolve.**
* Helped launch their new crypto token (Shiba$Wings), building **launch promo**, **graphics**, commercial **adverts** and **roadmaps**.
* Developed motion graphic **animated ad content** and managed ad campaigns for **Instagram, Twitter, Tiktok, Facebook**, raising brand awareness and reaching restaurant capacity in the summer season.
* Built **social media campaign strategies**, such as “Hot Wing Wednesday”, giveaways and competitions, reaching **10k organic views** per post and increasing **revenue by 60%.**

P R O J E C T S & A C H I E V E M E N T S

  **Film Projects** | Director, Writer & Editor | Australia 2024

* The Reminders (2024) which shows in HOTA Australia
* The documentary Behind Ballet Dancer (2024)
* The short film Homie: Short Message (2024)
* The theater performance scene from Good Will Hunting (December 2023)
* Continuity Film: Resilience (August 2023)
* Mise en Scène: 9 AM (June 2023).

 **Gold Coast Student Excellence Award Winner** | New York Film Academy | Australia 2023

 **NASFF Film Festival** | Director | Pakistan 2022

* Directed a documentary that ranked 4th nationally and received a National Award from Inter-Services Public Relations (ISPR) and the Ministry of Information and Technology

 **Rizq Organization** | Graphic Designer | Pakistan 2022

 **Wingers UK** | Motion Designer | United Kingdom - Remote 2021

E D U C A T I O N

New York Film Academy | Diploma in Screen and Media| Gold Coast, Australia June 2022- May 2024

Kinnaird College for Women University | Bachelor’s in Electronic Media | Lahore, Pakistan August 2018- June 2022

S K I L L S

Video Editing Audio Editing Graphic Design Social Media

Motion Graphics Storytelling Advertising Creative & Art Direction

DaVinci Resolve Illustrator Photoshop Adobe Suite

Blender 3D Animation After Effects

R E F E R E N C E S

 Adrian Moises – Chairman at New York Film Academy, Australia

 Adrian.moses@nyfa.edu

 David Woodly - Instructor at New York Film Academy, Australia

 David.woodley@nyfa.edu