



# Sakina Abbas

## Visual Communication Designer

Vivacious visual designer with a unique mix of creativity, problem-solving and technical skills. Skilled at collaborative client work, brand identity, typography, iconography and layout. Has had a 6-year experience working with clients by delivering impactful, creative and reliable results. Proficient in human-centric design and integrative thinking. Excellent communicator, quick to grab the bigger picture and a fast learner.

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## CERTIFICATES

### Print and Publish Specialist - Arena Animation (07/2016 - 07/2017)

*Arena Animation is a multi-media education provider. I was 15 years old when I had a hands-on learning experience at this institute where I was the youngest student. They taught us the basics of graphic design, strengthened our design principles and enhanced our technical skills*

### Designing products and services with artificial intelligence - Royal College Of Art. (10/2020)

*During my time at Pearl Academy, we had an online module with Royal College Of Art that is based in London. We had to work around futuristic and sustainable topics with the help of AI and design collaboration.*

### Advanced Certification in UI/UX Design Strategy - E&ICT IIT Guwahati (09/2022 - Present)

*An online course that is designed and mentored by the leading faculty at IIT Guwahati. They offer 20+ industry projects and case studies and provide us with a hands on learning environment.*

## ACHIEVEMENTS

### Academic Scholarship at Pearl academy (12/2017)

*Cracked an INR 2.5 lakh scholarship at Pearl Academy, Mumbai where I secured the 28th rank.*

### Best Creatives Certificate - Pearl Utsav (02/2020)

*I led the entire creative department for Pearl Utsav, a festival where students at Pearl Academy showcase their creative talents and take part in different competitions. From the ideation till the execution, I planned and designed the whole theme, look and feel along with social media campaigns and posts for the event.*

## EDUCATION

### Advanced Diploma in Communication Design Pearl Academy

07/2018 - 08/2021

Mumbai

#### Modules

- ◇ Design Principles
- ◇ Brand Identity
- ◇ Visual Stories - Filmmaking
- ◇ Work Integrated Learning
- ◇ Type Design
- ◇ Interactive Graphics
- ◇ Cultural Studies
- ◇ Typography & Layout

### Bachelor in Communication Design Billy Blue Torrens University

09/2021 - 08/2022

Australia, GPA 6.0

#### Modules

- ◇ Culture of Change
- ◇ Business by Design
- ◇ Work Integrated Learning
- ◇ Double Capstone
- ◇ Social Enterprise
- ◇ Portfolio
- ◇ Packaging & Branding

## WORK EXPERIENCE

### Brand Design Intern Yellow Fishes

05/2021 - 07/2021

Mumbai

*Yellow Fishes is a premier branding agency that builds passionate global brands.*

#### Achievements/Tasks

- ◇ Conceptualized and designed 50+ social media posts and creatives for brands like Baidyanath and Siddhayu which led to an increase in sales by 15%.
- ◇ Managed the printing process of a premium brochure for Prima Art, ensuring that they were delivered on time and under budget.
- ◇ Created Flistaa's first ever brand guidelines under the supervision of my senior, which were well-received by the CEO and other members of senior management.
- ◇ Designed Flistaa's social media posts that boosted online sales by 5%.

## TECHNICAL SKILLS

### Softwares

Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premier Rush, Adobe XD, Figma, Wix and Procreate.

## DESIGN SKILLS

Branding

Illustration

Typography

Iconography

Photography

Spacing and Layout

Color Theory

Print Design

Design Thinking

Design Principles

UI/UX Design

Problem Solving

## SOFT SKILLS

Creativity

Emotional Intelligence

Communication Skills

Time Management

Storytelling

## LANGUAGES

English

Full Professional Proficiency

Hindi

Full Professional Proficiency

Gujrati

Full Professional Proficiency

## INTERESTS

Writing

Photography

Meditation

## WORK EXPERIENCE

### Graphic Design Intern Space Of Joy

02/2022 - 05/2022

Mumbai

Space of Joy is a wall decor company that helps in beautifying homes with their series of fascinating wall coverings, wall decals and backlit art.

#### Achievements/Tasks

- Conducted in-depth market research on the ongoing wallpaper trends and built mood boards and concept boards.
- Illustrated 30+ wallpapers for the kid's section and made colour renditions for the same.
- Illustrated scandinavian print design wallpapers from start to finish within strict timelines while maintaining high quality standards.
- Conceptualized a photoshoot and videoshoot representing the beauty in mundane life by emphasizing on beautifying and customizing the space around us as our space of joy.
- Developed social media strategy and posts across all platforms for new product launch, increasing followers by 5%.

## FREELANCE PROJECTS

### Basspeak Music (2017 - 2018)

- At the very onset of my career, I worked with a budding music producer where I illustrated a series of cover arts for his music tracks.
- Based on the theme, sound and feel of the music, I presented a few concepts each week and then designed creatives best suited for the tracks, which were uploaded on Soundcloud and were promoted on Instagram.

### Chermoula (2019)

- Designed fully customized menu cards for a continental restaurant in Allahabad.
- Successfully created a design based on the restaurant's brand identity that was both visually appealing to customers and easy to understand.

### Yumtee Dumtee (2019)

- Designed fully customized menu cards for a bakery in Allahabad.
- Based on the brand identity, tone, theme and voice of the bakery I created a series of Illustrations by keeping the colour harmony intact and chose a fun yet readable font.

### Wokkaholic (2019)

- Designed fully customized menu cards for a Chinese restaurant in Allahabad.
- Worked with the owner of the restaurant to come up with a design that matched the brand identity of the business.

### Farida Matiwala (2020)

- Designed the visual identity and branding for an interior stylist and designer based in Mumbai.
- Designed the brand guidelines along with the logo, visiting cards and a letterhead.

### Muneer (2020)

- Designed customized multi-lingual logos for a fashion designer named Punit Balana.
- Created 3 different logos in Hindi, English and Urdu for his clothing collection "Muneer" which was displayed in Lakme Fashion Week 2020.

### Boxwish (2020)

- Designed the visual identity for an online gift store called Boxwish on Amazon, which led to a 5% increase in web traffic and a 3% increase in conversion rates.
- Developed the brand guidelines and designed supporting brand stationery that included the logo, visiting cards, envelopes, stickers and a letterhead.

### Annu Ply Complex (08/2022)

- Designed the visual identity by creating a new logo for a plywood company in Nepal that helped increase sales by 20%