# Wartaj Haq

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## SUMMARY

Graduate with a Master's degree in Graphic Communication, bringing a unique background that bridges Architecture and Visual Communication. Proficient in Adobe Creative Suite, SketchUp, and other design software, I combine spatial design principles with visual storytelling to create purposeful, coherent, and narrative-driven outcomes. With experience in brand identity, environmental and experiential design, and editorial/layout composition, I manage projects from initial ideation and concept development through to polished, presentation-ready deliverables. My architectural training and graphic communication practice have shaped a structured, detail-oriented, and collaborative approach, enabling me to deliver innovative and effective design solutions across multiple mediums.

## KEY SKILLS

- **Design Expertise:** Strong proficiency in brand identity development, environmental/experiential design, and editorial/layout composition.
- **Project Management:** Ability to manage projects from early ideation and research through development, iteration, and final output.
- **Technical Proficiency:** Advanced user of Adobe InDesign, Illustrator, Photoshop, SketchUp, and additional design tools.
- **Professional Approach:** Architectural background reinforces a detail-oriented, systematic, and collaborative working style, leading to high-quality, innovative outcomes.

## EXPERIENCE

**Volunteer Graphic Designer**
**Samir Foundation** **11/2025 - Present | Remote**

- Led the foundation's rebrand, creating concepts aligned with its mission and values.
- Developed the logo, color palette, and brand guidelines to convey unity and optimism.
- Designed digital and print assets, including social media graphics and posters, to strengthen visual storytelling.

**Travel Consultant & Administrative Assistant**
**Jadoon Global** **09/2022 – 06/2024 | Istanbul, Turkey**

- Managed company documentation, processed customer visa applications, and coordinated online ticket bookings.
- Advised clients on travel packages and provided personalized solutions to meet their needs.
- Maintained strong customer relationships through consultations, supporting the sales process and enhancing client satisfaction.

**Junior Architect**
**Aziz and Associates** **01/2020 – 12/2020 | Karachi, Pakistan**

- Assisted in designing and developing architectural plans, including detailed drawings and 3D models, using software such as AutoCAD and SketchUp.
- Conducted site visits to ensure project compliance with designs, building codes, and safety regulations, and provided updates on progress.

**Intern**
**Nusrat Amin Architecture Studio** **08/2019 – 09/2019 | Karachi, Pakistan**

- Applied design thinking and architectural expertise to develop visual concepts, layouts, and spatial solutions that supported both branding and built-environment projects.
- Produced graphic assets, including campaign visuals and technical diagrams, ensuring consistency across print, digital, and architectural presentations.
- Assisted project teams with research, sketches, and design refinements, translating concepts into clear, actionable visuals from ideation to execution.

## EDUCATION

**MA Graphic Communication**
**University of South Wales** **2024 – 2025 | Cardiff, Wales**

**Associate Degree in Graphic Design**
**Istanbul Topkapi University** **2022 – 2024 | Istanbul, Turkey**

**B.Arch, Architecture and Built Environment**
**Nazeer Hussain University** **2016 – 2021 | Karachi, Pakistan**
•Thesis: Robust Healing – Rehabilitation center design promoting emotional well-being and recovery.

## SKILLS

- **Design Software:** Adobe Photoshop, Illustrator, InDesign, Figma, SketchUp, After Effects
- **Creative Skills:** Branding, typography, composition, illustration, infographics, visual storytelling
- **Digital Skills:** Social media graphics, campaign assets, UI/UX wireframes and prototypes
- **Soft Skills:** Creativity, communication, teamwork, attention to detail, multitasking, time management

## CERTIFICATIONS

**Participated in Design Charrette | 2018**

- Created and showcased graphic design work at IAPEX, gaining practical experience and professional exposure.

**Certificate of Information Technology | 2013**

- Completed training in computer fundamentals, software applications, and basic IT skills, including MS Office and digital tools.

**Crew Member** - while searching for a relevant position, I am working at McDonald's with the following key responsibilities

- Provide accurate and friendly customer service.
- Maintain efficient kitchen operations and adhere to quality standards.
- Support restocking and workflow efficiency.

## REFERENCE

Available upon request