

Erum Mashwani

Creative Designer

I spent 10+ years helping 50+ brands turn scroll-stoppers into sales. I specialize in Email Design (Klaviyo/Mailchimp), Meta Ad Creatives, Brand Guidelines Book, Pitch Deck, & Presentation Design. My work doesn't just look good, it converts. ***Curious how? Let's talk!***

Education

MA Islamic Studies
University of Karachi | 2018

B.Com
University of Karachi | 2016

I.Com
Women's College | 2014

Matric
Merchant Navy School | 2012

Language

English	Fluent
Urdu	National Language
Pashtu	Mother Language

Competencies

- Reading Books
- Research, Surfing Internet
- Good Written Skills
- Leadership Qualities
- Team Work
- Responsible & Organized
- Deadline Driven
- Love to play with Ai

Software

Illustrator	● ● ● ● ● ● ●
Photoshop	● ● ● ● ● ● ●
Canva	● ● ● ● ● ● ●
Ai platforms	● ● ● ● ● ● ○
Figma	● ● ● ● ● ○ ○

Work History

Mustahiq - Creative Designing Partner
2017 - to date | Karachi, Pakistan

Responsibilities include:
- Social Media Creatives
- Campaign Designer

Arrox Creative Studio - Creative Designer
2023 - 2026 | Vancouver, Canada

Responsibilities include:
- Clients & Project Management
- Branding
- Print Media Design
- SMM
- Email Designing
- Pitch Deck Designs

Pueblo Jewelers - Print Media Designer
2017 - 2026 | Arizona, US

Responsibilities include:
- Sale Campaign Banners
- Other print media designs

V-Square - Project Designer
2023 - 2025 | Karachi, Pakistan

Responsibilities include:
Fully managed and communicated with an international client project (Africa region) under a signed NDA.

Work History

Vittotio Clothing - Graphic Designer
2021 - 2025 | Karachi, Pakistan

Responsibilities include:
- PR Coordination
- Print Media Designing
- SMM

Zap Digital - Lead Designer
2020 - 2022 | Karachi, Pakistan

Responsibilities include:
Leading the creative team while managing projects (national & international) end-to-end, from planning to execution.

Carbon Reprographics - Designer
2018 - 2021 | Texas, US

Responsibilities include:
- Leading the Team
- Project Management
- Print Media Designs
- SMM
- Email Blast
- Website Banners

Interests

Recording Quran Recitations

Cooking

Contact

Email
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Behance
http://be.net/erumashwani

LinkedIn
www.linkedin.com/in/erumashwani

Website
www.erumashwani.com

A highly aspiring Graphic Designer professional with 10+ years of invaluable hands-on experience in handling and supervising several simultaneous creative design projects, & concept creation.

Equipped with the ability to build long-term mutually beneficial relationships with clients, vendors, and workforce.

I have on my credit some proven abilities in the management of the complete designing process, from conceptualization to delivery, and able to stretch the boundaries of designing and digital storytelling to help my client's brands stand out.