

# QAZI FAZLI AZEEM

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## PERSONAL INFORMATION

Date of Birth: 20-August 1981  
Marital Status: Single  
Nationality: Pakistani  
NIC: 42301-1077623-5  
Fathers Name: Fazal Karim Khalil

## EDUCATION

- **Bachelors of Science** Karachi, Pakistan  
4 year BS-Multimedia degree 2002-2005  
Newports Institute of Communications & Economics
- **Advanced Diploma in Multimedia** Karachi, Pakistan  
Arena Multimedia Defence-Karachi Centre 2002-2004  
Awarded by Arena Multimedia/Aptech Worldwide, CA, USA
- **A-Levels** (Computer Science, Physics, Maths) Karachi, Pakistan  
Avicenna School for A-Levels 1998-2000
- **O-Levels** (Computer Science, Physics, Chemistry, Biology) Karachi, Pakistan  
Karachi Grammar School 1990-1998

## CONTACT

Address: 110/1/1, Commercial Avenue, Main Khaeban-e-badar, Phase 6, Defence, Karachi, Pakistan.  
Residence: (+92-21) 32064979 Mobile Phone: (+92) 333-3989629  
Email: fazli.azeem@indusvalley.edu.pk / mail@fazliazeem.com / qfazeem@yahoo.com

## SUMMARY

I am a Senior Lecturer, teaching Computer Graphics & Multimedia design at the Indus Valley School of Art and Architecture in Karachi, Pakistan. IVS is a private non-profit university with an internationally acclaimed faculty and alumni. I represent my university IVS in a consortium of government and private sector universities and organizations across Pakistan who won the bid for the first Nokia funded mLab South Asia (A project of the World Bank through InfoDEV) which will train and facilitate mobile application startups in this region. I am also Director, Community Services for the Rotary Club of Karachi Frere Town in Karachi, Pakistan.

I have trained thousands of students in the last decade & have been interviewed on Geo TV, Indus Vision and FM101 in Pakistan, regarding multimedia design education.

I also taught Graphic Design, Publication and New Media courses at SZABIST University Karachi (2009-2010), at the Department of Computer Science - University of Karachi (2006) and at Arena Multimedia Defence Centre (2003-2009) where I got the Faculty of the Year award (2006).

I am also a freelance graphic designer with 15 years of work with some of the largest brands in Pakistan, such as PIA Duty Free, Naya Jeevan, Asim Jofa Lawn / Jofa Premium Lawn Collection, Bay View Academy, Learning Tree School, Bay View High School, TRDP, SRSO, Jimmy's Studios, Movenpick of Switzerland, Arena Multimedia, Rooh Afza, ABB, Gul Ahmed, FPCCI, Gun Smoke Diner, One Potato Two Potato Diner and many others. My designs have been seen by millions of people around the world, through publications, outdoor media, branding and the Internet.

Socially conscious design: I am South-Asia and Pakistan's first & only self-advocate & awareness activist for Autism. My presentations & papers on learning disabilities have been presented at International Conferences in UK, India, Bangladesh and Qatar. I have been consulted on Autism by Bay View Academy, Centre for Advanced Studies (CAS), Indus Valley School of Art and Architecture (IVS), Special Education Department - University of Karachi, Karachi Vocational Training Centre (KVTC), Institute of Behavioral Psychology, ACWF School (Bangladesh) and Looking up Autism (UK). My Interviews have appeared on TV Channels, Newspapers, Magazines and websites across the world, google my name to access them.

For more details see [www.fazliazeem.com](http://www.fazliazeem.com) and my non-profit [www.autismpakistan.org](http://www.autismpakistan.org)

## PROFESSIONAL EXPERIENCE

### **Artpreneurs for Change (Naya Jeevan / NOWPDP/ US State Dept)**

Karachi, Pakistan

*Advisor/Board Member*

Jun 2011 – (Current)

Artpreneurs for Change is funded by the Alumnia Endowment Innovative Fund through the US State Department. This is Pakistan's first Art Therapy hands-on training supervised by Shazia Mohammad of the Ontario school of Art Therapy. Participating special educators and students are giving art therapy to children with Autism and special needs for 6 months at schools in Karachi, Pakistan. I am one of their three Advisors for this project, created and supervised by the Naya Jeevan NGO.

Naya Jeevan was the winner in the social entrepreneurship track of New York University Stern School of Business' 2008 Business plan competition. In addition, Naya Jeevan has been selected as a 2009 Draper Richards Fellow. Most recent accolades include a TED India 2009 Fellowship Award (<http://www.ted.com/pages/view/id/396>) and a 2009-10 invited membership to the Clinton Global Initiative-USA. NAYA JEEVAN is a California-based, not-for-profit organization dedicated to facilitating affordable access to quality hospitalization and healthcare for low income families; the lack of which is a major source of financial destitution and generational poverty.

For more information, please visit our website at <http://www.njfk.org>

### **Nokia mLab South Asia (a non-profit project of World Bank, USA)**

Karachi, Pakistan

*Representative of mLab South Asia @ IVS*

Dec 2011 – (Current)

The World Bank's research wing InfoDEV has provided funding from Nokia (Finland) to create South Asia's first Mobile Applications lab (mLab South Asia) in Pakistan. We won the bid, beating more than 15 international consortiums for the 2-year funding. My university Indus Valley School of Art and Architecture will house the physical lab at Karachi in collaboration with the MIT Enterprise Forum of Pakistan. The consortium partners include the Pakistan Software Export Board (PSEB) from Islamabad and the University of Engineering and Technology (UET) and the National College of Arts (NCA) from Lahore, which are all state organizations and universities. We intend to promote research and develop social sector & social media applications for established mobile platforms through entrepreneurial incubation. My role for this upcoming organization will be to advise, promote, develop & support young talent and future leaders in the area of mobile application. The workshops are estimated to start in Feb/Mar 2012 after the initial funding gets transferred and procurement is

completed. My role in this nonprofit project started in the application phase. I created the syllabus and will teach the initial mobile design and development workshops at my university.  
<http://www.infodev.org/en/Project.129.html>

**Rotary Club of Karachi Frere Town**

Karachi, Pakistan

*Director - Community Services*

Jan 2011-(Current)

I am responsible for the brand, design requirements, event management, public relations, website design, record keeping and public relations between the rotary clubs in Karachi. My Rotary club was the organizer for the District Training Seminar (DTTS) 5th Feb 2011 at the Royal Rodale Hotel and the HANDS Dr Billo flood victims' charity fundraiser on 11 Jan 2011 at the Carlton Hotel at Karachi.

[www.rckfreretown.com](http://www.rckfreretown.com)

**Indus Valley School of Art and Architecture**

Karachi, Pakistan

*Senior Lecturer, Dept. of Communication Design*

Oct 2008-(Current)

I am the primary Computer Graphics & Multimedia Design faculty at the Indus Valley School of Arts & Architecture, Pakistan's leading non-profit Art & Design University. I teach at the departments of Communication Design, Fine Arts, Textile & Apparel Design and in the Post Graduate Diplomas for Textile, Apparel Design and Film & Television. I am part of the IVS I.T Committee and am a thesis project adviser. Through IVS, I am an institutional member of ICOGRADA-IDA International Council of Graphic Design Associations (A Partner of the International Design Alliance).

[www.indusvalley.edu.pk](http://www.indusvalley.edu.pk)

**SZabist University**

Karachi, Pakistan

*Visiting Faculty Member, BS Media Sciences Program*

2009-2010

I taught Graphic Design, Image Design and Publication Design at the undergrad BS Media Sciences Department at SZabist, as a Visiting Faculty member. I taught 3 semesters there, including the summer semester. I was given the highest rating by the students among the visiting faculty, through their Zabdesk online system. I was the first faculty to introduce Adobe illustrator & InDesign in their syllabus.

[www.szabist.edu.pk](http://www.szabist.edu.pk)

**Pakistan Autism Meetup Group**

Karachi, Pakistan

*Autism Awareness Activist*

2006-(Current)

The first and only national volunteer-group unites parents of autistic children online with special educators, doctors and researchers. Due to my Autism Awareness work using multimedia technology, I have also been interviewed in Pakistan on Zab FM, Hum TV, AAJ TV (Kiran and George show), Dawn News, ARY Digital (Marina Khan Show), Business Plus and the Herald Magazine (Dec 07). I have also been interviewed internationally in the Daily Star (Bangladesh), the American Chronicle (of Los Angeles, USA), "Looking-Up Autism" Newsletter (Scotland, UK), NDTV (Delhi, India), by AACTION Autism (Chicago, USA) and by Natural Learning Concepts (New York, USA).

I attended a Workshop on Structured Teaching for Autistic Children in 2008, by Trainer Christopher Flint of the AACTION Autism Non-profit organization of Chicago, USA. The training was held at the National Centre for Autism at Delhi, India by their National Centre for Autism (AFA).

I represented Pakistan as a speaker at the 2nd South Asian Autism Conference Delhi, India (2008), 3rd South Asian Autism Conference Dhaka, Bangladesh (2009) and at the International Autism Research Conference Wales, UK (2009). I was Pakistan's delegate at the 2008 Unesco Disability Conference at Shafallah Centre, Doha, Qatar.

My interview has been published in the book "A History of Autism: Conversations with the Pioneers" by Adam Feinstein, 2010, Wiley-Blackwell, UK. My digital art and interview has also been published in the 2011 "Art of Autism" book by Debbie Hosseini (Autism Today – USA).

Workshops and Training related to special needs conducted at ACWFBD.org Special School-2009 (Chittagong, Bangladesh), Department of Special Education (University of Karachi), Ma Ayesha Centre for Neuromuscular Disorders, Institute for Behavioral Psychology and Indus Valley School of Arts and Architecture, all in Karachi.

See my contributions to Autism Awareness at [www.autismpakistan.org](http://www.autismpakistan.org), [www.fazliazeem.com](http://www.fazliazeem.com) and see my interviews at [www.youtube.com/qfazeem](http://www.youtube.com/qfazeem)

### **Moderates International**

*Volunteer Webmaster*

Karachi, Pakistan  
2006-(Current)

Due to my personal efforts to promote inter-faith dialogue and religious tolerance in the world, I became the webmaster for the Pakistan Chapter of the Moderates, a think-tank which promotes tolerance, interfaith-harmony and democracy. [www.moderates.com.pk](http://www.moderates.com.pk)

### **Jofa Group of Companies / Mövenpick of Switzerland**

*Freelance Graphic Designer & Brand Manager*

Karachi, Pakistan  
2005-2011

Since I started freelance work for the Jofa Group, it grew from being the Pakistan franchisee for Mövenpick of Switzerland Premium Ice Cream to product distribution networks in multiple cities, Property Construction (Jofa Tower), Power-Generation (Jofa Energy), Jewelry retail & export (Diamond Gallery, Jofa Jewelry, Goldmark Jewelry) and textile production (Asim Jofa Premium Lawn Collection). I was the primary Advertising & Branding designer for all products and services which came under the Jofa Group, including Mövenpick of Switzerland, Asim Jofa Premium Lawn Collection, Diamond Gallery, Goldmark Jewelry, Jofa Jewelry, Jofa Trust, Jofa Construction (Jofa Towers) and Transformation (Non-profit). I created the logos, identity, corporate communications, presentations, advertisements, websites, online & social media campaigns, product & packaging design as well as supplementary brand research. The last major projects were the Movenpick Ice cream menus and the Asim Jofa 2011 Lawn campaign.

[www.jofagroup.com](http://www.jofagroup.com)

### **FazliAzeem.com Design**

*Freelance Graphic Designer*

Karachi, Pakistan  
2004-(Current)

I have been doing freelance work since 2004, promoted by my website and client referrals. The responsibilities are diverse, from photography, illustration, graphic design, marketing research to website design, logo design, advertising campaigns and multimedia education. Clients include Lowe & Rauf Advertising Agency, Gul Ahmed, PIA Duty Free, HomeXpress, Dolphin Textile Mills, Jimmy's Studios, Designer Gallery, Mattel Pakistan (Barbie/Hot Wheels), Hamdard, American Express and others.

For more examples see <http://www.behance.net/fazliazeem/frame>

### **PIA Inflight Duty Free Catalog**

*Freelance Magazine Designer*

Karachi, Pakistan  
2006-2011

I was the primary graphic designer for the PIA-Duty Free Inflight catalog that can be found on every international flight of the national air carrier. I was responsible for typography, illustration, retouching and layout.

### **Kifayat Academy Publishers**

*Freelance Publication Designer*

Karachi, Pakistan  
2009-2010

I was Kifayat Academy's senior designer for their school Yearbooks and Annual Reports. Job responsibilities include concept, design, research, and text and design layout, a total end-to-end print solution from concept to press ready output for publication. This includes both Urdu and English Text and meetings with clients to formulate their requirements. The projects which have already been published include full-color publications with over 150 pages each, such as the 2009 -2011 yearbooks for Bay View Academy, Bay View High, Habib Girls' School and the Karachi Grammar School, as well as Annual Reports for the Thar Deep Rural Development Program (TRDP) NGO of rural Sindh and the Sindh Rural Support Organization (SRSO).

**Centre for Advanced Studies School (O-level Campus)** Karachi, Pakistan  
*Visiting Faculty Member, e-book program for The Book Group* 2009  
 I taught Flash Animation and Voiceovers to Multimedia Animation students of the Centre for Advanced Studies O Level school in Defence, where the students created interactive cartoon animation versions of the Book Group's Urdu children's books.

**Arena Multimedia – Defence Centre** Karachi, Pakistan  
*Senior Training Executive* 2003-2009  
 I taught Graphic Design, Post Production, Multimedia Authoring & 3D Animation to students, conducted faculty training, professional workshops and designed course outlines. I gave workshops on the "Art & Science of Sound", "Premiere Pro 2" and "Billboard Designing" at the NSO Head office of Arena Multimedia in Pakistan.  
 Under Arena's faculty training program, I was taught Maya by Waleed Thanvi (Lead Animator, Geo TV), Color Correction in Combustion & After Effects by Baseer Ahmed Farooqui (SharpImage), Video Editing (Hakim Sons Productions) and Macromedia Authorware & Director MX by Aptech trainers through video conference with Hyderabad, India.  
 I taught over 3,000 design professionals who are now working across the world and are the core of Pakistan's media industry, TV Channels, Advertising agencies and production houses. I was awarded best faculty of the year for Arena Multimedia Pakistan in 2006, and am the country's first BS Multimedia undergraduate.  
<http://www.fazliazeem.com/arena.html>

**American Express Travel Services Pakistan (Karachi office)** Karachi, Pakistan  
*Freelance Newsletter Designer* 2007-2008  
 I designed the AMEX Pakistan internal newsletters for digital publication and email. Responsibilities included graphic design, layout, illustration, proof reading and e-publication.

**Department of Computer Science, University of Karachi** Karachi, Pakistan  
*Visiting Faculty Member* 2006  
 I taught Multimedia design to undergraduate computer science students in their final year at the Department of Computer Science, University of Karachi. My responsibilities included curriculum design, computer-based training, project supervision, evaluation and testing. Software taught included Adobe Photoshop for website design, Macromedia Director for new-media deployment and Macromedia Authorware for creating CBT and E-learning modules.

**Demate (Designs & Materials)** Karachi, Pakistan  
*Graphic Designer* 2001-2003  
 This company was the design unit of Printing Impressions and I continued designing for the existing clients, as well as catering to new companies. I created print and advertising materials for companies such as Pakistan State Oil, Hamdard, ABB, Admore Oil, National Textile Mills and the Red Crescent Society.

**IBM Pakistan** Karachi, Pakistan  
*Customer Support Internee* May-July 1999  
 The internship at IBM Pakistan gave me the opportunity to use my I.T. troubleshooting skills professionally. I dealt with over a thousand successful customer support calls, coordinating efforts with IBM's International Help desks. I identified a network attack and guided the IBM Router Center in NY, USA via tele-conference to isolate and block the hacker. I was given a certificate for outstanding performance called me the "hardest working internee" for IBM Pakistan in 1999.

**Printing Impressions** Karachi, Pakistan  
*Graphic Designer* 1996-2001  
 This company was originally known as Karachi Type Foundry, a pioneer of Pakistan's offset printing industry. I designed magazines, books and advertising materials for publication, working with

multinationals and government clients. The company was a family-run business which was dissolved in 2001 due to the health issues of the director. Clients included Federation of Pakistan Chambers of Commerce & Industry (FPCCI), Rotary Club of Pakistan, Karachi Gymkhana and Tapal Tea.

## CERTIFICATIONS

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|--|---------------|
| Apple Certified Helpdesk Specialist - Max OSX 10.3<br>Apple Inc (Usa)·License 177syd51b4·  | January 2005  |
| Faculty Certification - Maya<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 000062·  | December 2004 |
| Faculty Certification - Video Editing (Premiere), Sound Editing (Soundforge)<br>Interactive Multimedia (Director), Javascript<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 0000058 | December 2004 |
| Faculty Certification - Adobe Photoshop, illustrator, Indesign<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 0000057  | December 2004 |
| Faculty Certification - Illustrator, Corel Draw<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1159  | March 2009    |
| Faculty Certification - QuarkXpress, Adobe Pagemaker<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1161   | March 2009    |
| Faculty Certification - Macromedia Authorware<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1165  | March 2009    |
| Faculty Certification - Macromedia Director MX<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1164   | March 2009    |
| Faculty Certification - Video Editing (Premiere), Sound Editing (Soundforge)<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1162   | March 2009    |
| Faculty Certification - Adobe After Effects<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1166  | March 2009    |
| Faculty Certification - Adobe Indesign<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1163   | March 2009    |
| Faculty Certification - Adobe Photoshop<br>Arena Multimedia / Aptech Worldwide (CA, USA)·License 1160  | March 2009    |
| Certificate of Completion - Online Autism Course<br>Autism Society of America (autism-society.org)   | December 2006 |

## PAPER PRESENTATIONS AT INTERNATIONAL CONFERENCES

- 3<sup>rd</sup> South Asian Regional Conference on Autism, Dhaka – Bangladesh (16-17 Jan) 2009**
- Pakistan Country Report for Autism Awareness 2008
  - First Person Account of Autism Spectrum Disorders
  - Recent updates on Autism Research
  - Employment of People on the Autism Spectrum

**AWARES.ORG Online International Autism Research Conference (Wales /UK) 2008**

I became the first person from Asia to present a paper at AWARES, among the world's most respected scientists and researchers. <http://www.awares.org/conferences>

- Alternative Dopamine Pathways and Sensory stimulation in Autistic Spectrum Disorders

**2<sup>nd</sup> South Asian Regional Conference on Autism, Delhi – India (15-16 Jan) 2008**

- Unconventional strategies for Living with Asperger's Syndrome

**PUBLICATIONS**

*Cover Article published in "Autism Network", an internationally read Journal*  
National Centre for Autism, New Dehli 2011  
Vol. 6, Issue 2, August 2011

[www.autism-india.org/aug11.pdf](http://www.autism-india.org/aug11.pdf)

*Art published in "Whitewash" Art book*  
Gandhara-Art Space, Karachi, Pakistan 2011

<http://gandhara-art.com/>

*Art published in "Imag[in]ing Cities" Art booklet*  
Amin Gulgee Gallery, Karachi, Pakistan 2011

In collaboration with (SPARCK) Space for Pan African Creation and Knowledge

<http://aminigulgee.com/gallery/gallery.html>

*Interview and Digital Art published in book- "Artism: The Art of Autism"*  
Debra Hosseini, AutismToday, USA 2011

<http://artismtoday.com>

*Art and photo published in "IVS faculty Show 5" Art catalog*  
Indus Valley School Publications, Karachi, Pakistan 2010

[www.indusvalley.edu.pk](http://www.indusvalley.edu.pk)

*Interview and photo published in- "A history of Autism: Conversations with the Pioneers"*  
Adam Feinstein, Wiley, UK 2010

<http://www.amazon.com/History-Autism-Conversations-Pioneers/dp/1405186534>

*Credited research contributor- "New Media in Pakistan"*  
MAUJ MEDIA COLLECTIVE / Yasir Hussain 2010

<http://mauj.org.pk/wp-content/uploads/MAUJ-pkMedia-Mapping-Project.pdf>

*Credited research contributor- "Pakistan – The Next generation report"*  
The British Council of Pakistan 2009

<http://www.britishcouncil.org/pakistan-next-generation-report-download.htm>

*Article - "3D Animation comes to Pakistan"*  
Pakistan & Gulf economist, Volume 23, January 11 2004

Article can be searched on books.google.com

**CERTIFICATES**

*Certificate of Workshop Participation - Structured Teaching for Autistic Children* 2008

Presented to me by international TEACCH Trainer Christopher Flint of the AACTION Autism Non-profit organization of Chicago, USA, the training was held at the National Centre for Autism at Delhi, India in January 2008.

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|--|------|
| <i>Certificate of Appreciation</i> - Kiran & George TV Show (Autism Awareness Day Special) 2008<br>AAJ TV Network, Karachi                                 |      |
| <i>Certificate of Thanks</i> – Summer Clay workshop for Children<br>Defence Central Library, Karachi   | 2008 |
| <i>Certificate of Participation</i><br>Awares.org Welsh International Online Autism Research conference  | 2006 |
| <i>Certificate of Teaching</i><br>Department of Computer Science, University of Karachi  | 2006 |
| <i>Certificate of Merit &amp; Shield</i><br>Best Faculty Member of the Year Award for Pakistan, Arena Multimedia   | 2006 |
| <i>Certificate of Merit</i><br>Workshop on "The Art & Science of Sound in Multimedia Application", Arena Multimedia  | 2006 |
| <i>Certificate of Merit</i><br>Workshop on "Bill Board Designing", Arena Multimedia  | 2006 |
| Certificate in Arts<br>2 months course in still life and storyboarding<br>Arena Multimedia Defence Centre  | 2004 |
| <i>Certificate of Commendation</i><br>United Nations - World Space Week 2002<br>Space & Upper Atmosphere Research Commission (SUPARCO)                     | 2002 |
| <i>Certificate of Merit</i><br>All Karachi Inter School Debating Competition<br>Avicenna School for A-levels (An affiliate of CAMS / University of London) | 2000 |
| <i>Certificate of Participation</i><br>Lyceum Inter-School Debate 2000   | 2000 |
| <i>Consolation Prize</i><br>International Public Speaking Competition<br>British Council of Pakistan   | 2000 |

## **GROUP EXHIBITIONS (ART)**

- [2011] Art of Autism, Soho Gallery for Digital Art, New York (USA) - June 21 to July 9.
- [2011] Whitewash, Gandhara-art Space, Karachi. May 7 –July 25.
- [2011] Faculty Show 6 at IVS Gallery, Karachi. May 25 – June 25.
- [2011] Imag[in]ing cities, Amin Gulgee Gallery, Karachi. 21 Feb 2011.
- [2010] Faculty Show 5 at IVS Gallery, Karachi. January 20 – February 20.
- [2010] To Karachi with Love, organized by D.U.C.K! (Designers United for a Cause – Karachi), at Faraar Gallery, T2F 2.0, Karachi. 8-17 March.
- [2010] To Karachi with Love 2, organized by Rebuild-Rebound, at Photospace Gallery, Karachi. 12-17 April.

## ARTIST WORKSHOP

- [2009] Sculptural Clay Tile Workshop by British Artist Halima Cassell - April 14, 2009 Department of Ceramics, Indus Valley School of Art and Architecture, Karachi..

## ONLINE ART GALLERY

- [2009] Online work @ Autism Society of America website, USA

## NON-PROFIT ADVERTISING CAMPAIGN

*Campaign Designer*, Chinar Trust Hospital, Hazara, N.W.F.P., Pakistan 2008-2010  
The Chinar trust is a government registered charity that has created a large hospital and rehabilitation centre for the large number of landmine victims of the surrounding areas (Kashmir, Afghanistan and the Khyber-Pakhtoonkhawa of Pakistan). I have edited their video presentation dvds and made their website. [www.chinartrust.org](http://www.chinartrust.org)

## SOFTWARE SKILLS

I work with and use all software related to design, animation and office automation, this includes (and is not limited to) Autodesk, Adobe, Microsoft and related software suites.

### Additional portfolio links of programming work

1. Daily Newsance, an ipad ready web-app which shows daily political satire from Pakistan. The illustration work is by Madeeha Jan who is a 2011 undergrad from the Department of Communication Design at the Indus Valley School of Art and Architecture (Karachi, Pakistan). I was her faculty project/thesis adviser. Madeeha created the illustrations, I did the rest (coding the website for full screen Apple IOS web compliant in HTML, Java Script and CSS 3). [www.jofagroup.com/madeeha](http://www.jofagroup.com/madeeha)
2. Brave Dreams, a website for highlighting stories of strength and success among the South Asian diaspora community from India and Pakistan, who left their country and migrated to UK. The project was inspired by Nabiha's own story as she moved to the UK after getting married. Nabiha Ahmed Khan is a 2011 undergrad from the Department of Communication Design at the Indus Valley School of Art and Architecture (Karachi, Pakistan). I was her faculty project/thesis adviser and Nabiha got 1 of the 3 Communication Design thesis distinctions this year, judged by external jury members. Nabiha created the artwork and videos on Adobe illustrator, photoshop and premiere, and I stitched the website together in Adobe Flash Catalyst Cs 5.5. [www.jofagroup.com/nabiha](http://www.jofagroup.com/nabiha)
3. Food Heroes, a website for highlighting the hidden Pakistani master-chefs of humble backgrounds behind the largest local food brands in Pakistan. The photography and content writing was by Ayesha Sundas, 2011 undergrad from the Department of Communication Design at the Indus Valley School of Art and Architecture (Karachi, Pakistan). I was her faculty project/thesis adviser. I stitched together her website in Flash Catalyst Cs5.5, Dreamweaver Cs5.5 and the panoramic photos (Jordan trip) were stitched together through the PanoTour software. [www.jofagroup.com/ayesha/](http://www.jofagroup.com/ayesha/)

### A NOTE:

For the 3 websites above, the Faculty in the Department of Communication Design at the Indus Valley School of Art and Architecture (Karachi, Pakistan) as well as the external jurors

were fully aware of my technical support to the students, who were judged for their images, layouts, color and aesthetics, videos, creative vision and final presentation. The students were not judged or graded for the technical coding and the digital integration of their work, which I had done for them. This was due to the recent adoption of Adobe Flash Catalyst, Dreamweaver and PanoTour into the university Computer Graphics syllabus for younger batches, which this graduating batch had not been taught. The faculty support extended to the graduating students for technical support for web/digital design is an active clause of the World Bank's mLab South Asia, a part of which is being established right now at my university Indus Valley School of Art and Architecture at Karachi, Pakistan.

## **GRAPHIC DESIGN AND MULTIMEDIA PORTFOLIO**

Available on request, some work can be seen on my website [www.fazliazeem.com](http://www.fazliazeem.com) and my linkedin.com profile <http://pk.linkedin.com/in/fazliazeem>

Some of the logos I designed include Jofa Group, Asim Jofa Premium Lawn Collection, Jofa Diamond Gallery, Jofa Designer Gallery, 10 years of Bay View Academy, Artpreneurs for Change (a project of Naya Jeevan, a US State Department funded non-profit with offices in the US and Pakistan) and the Rotary Club of Karachi Frere Town.

Notable work includes:

Movenpick of Switzerland Ice cream campaigns in Pakistan 2005-2011

Asim Jofa Premium Lawn Collection campaigns 2010-2011

Full-solution Graphic design for Rotary Club of Karachi Frere Town 2011-Current

Bay View Academy Yearbook Design 2009-Current

Year books for Karachi Grammar School, Habib Girls School, Bay View High School, Learning Tree Annual Report Design for SRSO and TRDP (2009)

Animated urdu language children's story books for the Book Group / CAS School in Karachi (2009)

PIA Duty Free Inflight Catalog Design 2006-Current

Gul Ahmed Summer Collection Catalog design 2007

## **ONLINE INFORMATION**

I am on google, twitter, facebook, linkedin, youtube, behance, deviantart, flickr and design related websites. Search my name and see how I have been changing Pakistan and the world.

### **QAZI FAZLI AZEEM:**

- URL link: <http://www.behance.net/fazliazeem>
- URL link: [www.fazliazeem.com](http://www.fazliazeem.com)