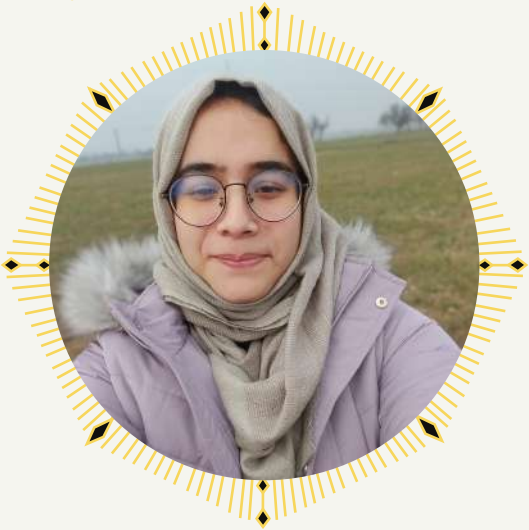
CREATIVE WORK PORTFOLIO



HUMA RASHEED

CREATIVE DESIGNER

My name is Huma Rasheed and I am a creative designer. With an eye for functional as well as aesthetic detail I am passionate about creating usable design content.

GET IN TOUCH

+353 89 451 4786

Caislean Na Abhann,
Castletroy, Limerick

humarasheed70@gmail.com

SPECIALIZATIONS

- Graphic and layout design for brochures, posters, magazines, and reports
- Content Design
- Print Media
- Project Management
- Technical Writing

WORK EXPERIENCE

Project & Technical Assistant

Jammu & Kashmir Forest Research Institute- JKFRI, India
July 2021 - Present

- Handle the project— Geo-tagging of Mighty Chinars (*Platanus orientalis*) in Kashmir Valley
- Responsible for poster and infographic designs for the project
- Responsible for creating a Digitally Mapped Visualisation of around 25,000 Chinar trees in the valley along with 25 shortlisted characteristics of each individual tree by geographically tagging them.
- Responsible for creating Chinar Heritage Register and Chinar Atlas

Graduate IT Trainee

SA Power Utilities, Srinagar
December 2020 - June 2021

- Responsible for management & handling of IT projects of IT Solution provider clients
- Creation & management of Request for Proposal, Request for Quotation, Request for Information and Bill of Quantity documentation

MY EDUCATION

UNIVERSITYOF LIMERICK, IRELAND

MSc User Interaction and Experience Design

- 2022 - Present

MODEL INSTITUTE OF ENGINEERING & TECHNOLOGY, JAMMU

BE Information Technology
Class of 2020

- Convener and Creative Designer, college literary club - MIET Literary Club
- Created an Android based mapping application.
- Graduated with distinction in bachelor's program

DELHI PUBLIC SCHOOL, SRINAGAR

High School, Class of 2016

- Secured 87 percent in Engineering Graphics in finals.
- Consistent Class Representative
- Student volunteer

PROJECTS

1. MIGHTY CHINAR
2. MEDMAP
3. SAMMILAN 2020
4. SAMMILAN 2K19

PROJECT
ONE

THE MIGHTY CHINAR

GEO-TAGGING OF MIGHTY CHINARS

A JKFRI PROJECT IN KASHMIR VALLEY

PROJECT METHODOLOGY

01

Debarking and base coating

The tree is debarked and various base coats are applied in a specific rectangular patch

02

Painting Unique Tree ID

FRI 21 = Forest Research Institute 2021
CGK = Chinar Geotagging Kashmir
16 = District Code for Ganderbal

03

Recording GPS Location

Latitude and Longitude are recorded using Garmin make GPS Receiver to be uploaded on the Chinar Atlas

04

Measuring Tree Height

Nikon make Hypsometer is used for accurate height measurement

05

Recording and Uploading characteristics on CTRF-25

CTRF-25 is the Chinar Tree Record Form with 25 shortlisted characteristics.

06

A geotagged Chinar Tree

With the data uploaded on the cloud, along with the location and pictures, the Chinar Trees shall be monitored for their conservation.

What's more?

QR Code shall be generated for each Chinar.
Kashmir Valley Chinar Atlas shall be created.
Details shall be available in the Chinar Heritage Register.

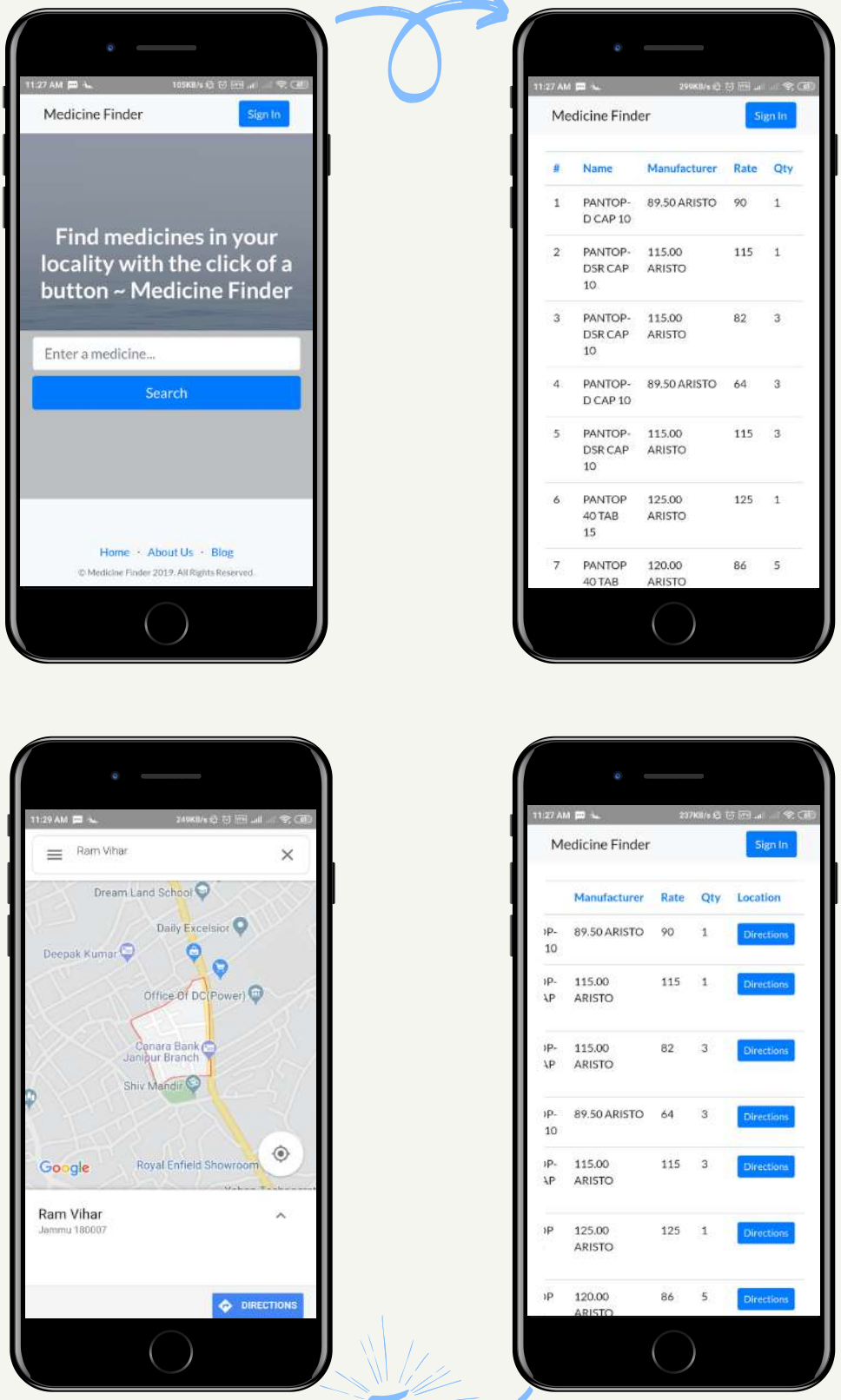
To help the Chinars and know more about the initiative follow us on Facebook at
Chinar – The Heritage Tree

©Huma Rasheed

Designed poster for JKFRI to depict the project methodology using MS Powerpoint and Adobe

PROJECT
TWO

MEDMAP



Developed user-friendly interface of MedMap- An Android based mapping application to find a particular medicine in the vicinity.

PROJECT
THREE

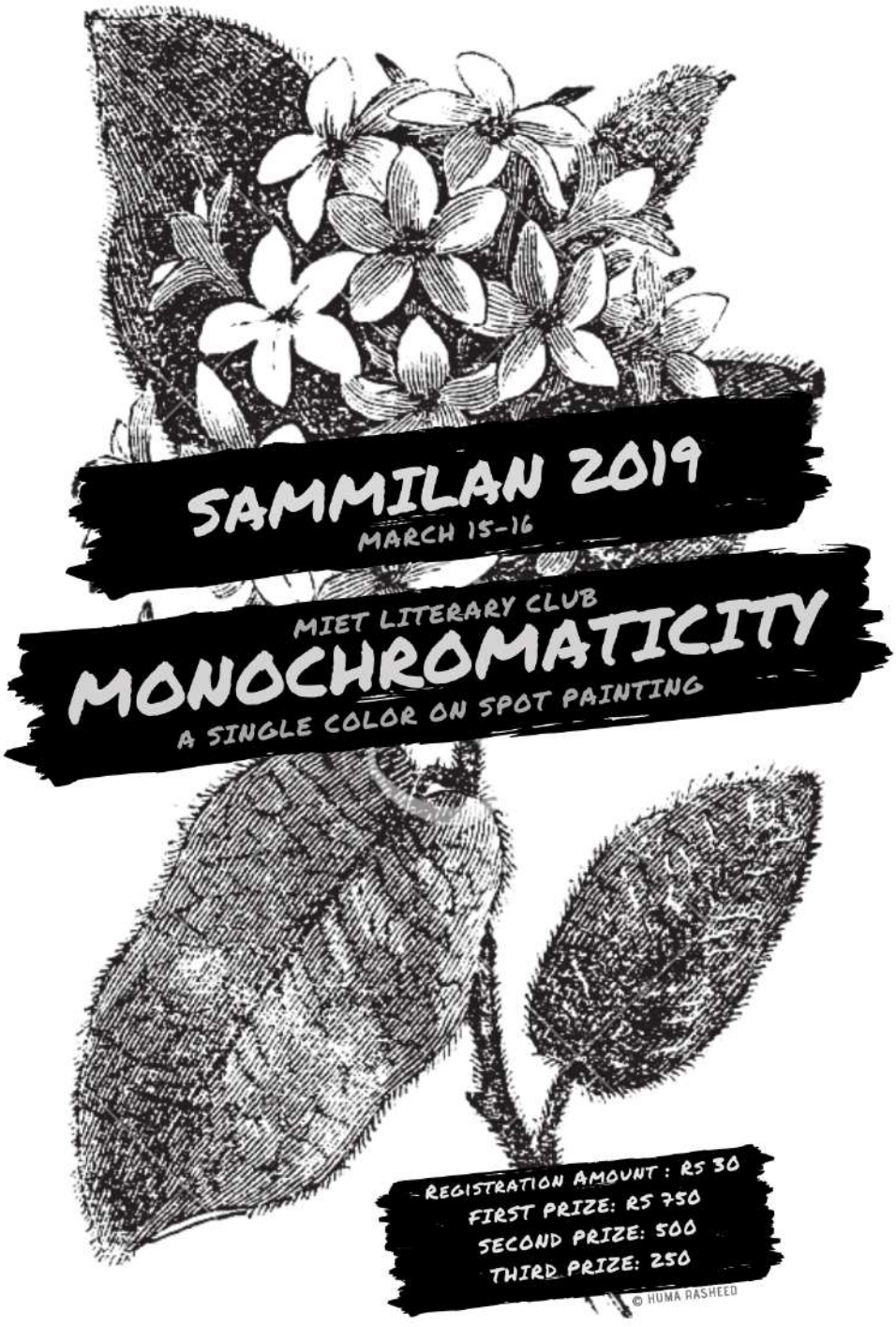
SAMMILAN 2K19

Sammilan 2k19 - The largest annual Techno-Cultural festival in the state of Jammu & Kashmir. As a creative designer for the festival and the college literary club - Miet Literary Club, I curated events and designed posters for each of them.
Softwares used: Canva, Adobe Photoshop, MS PowerPoint

Individual elements are owned by the original copyright owner/creator/Canva.

SAMMILAN 2K19

MIET JAMMU



SAMMILAN 2K19

MIET JAMMU

SAMMILAN 2019

FOR FURTHER DETAILS CONTACT

ZUHA ATTA 8491827875 | AZLAN ABID 9906281961

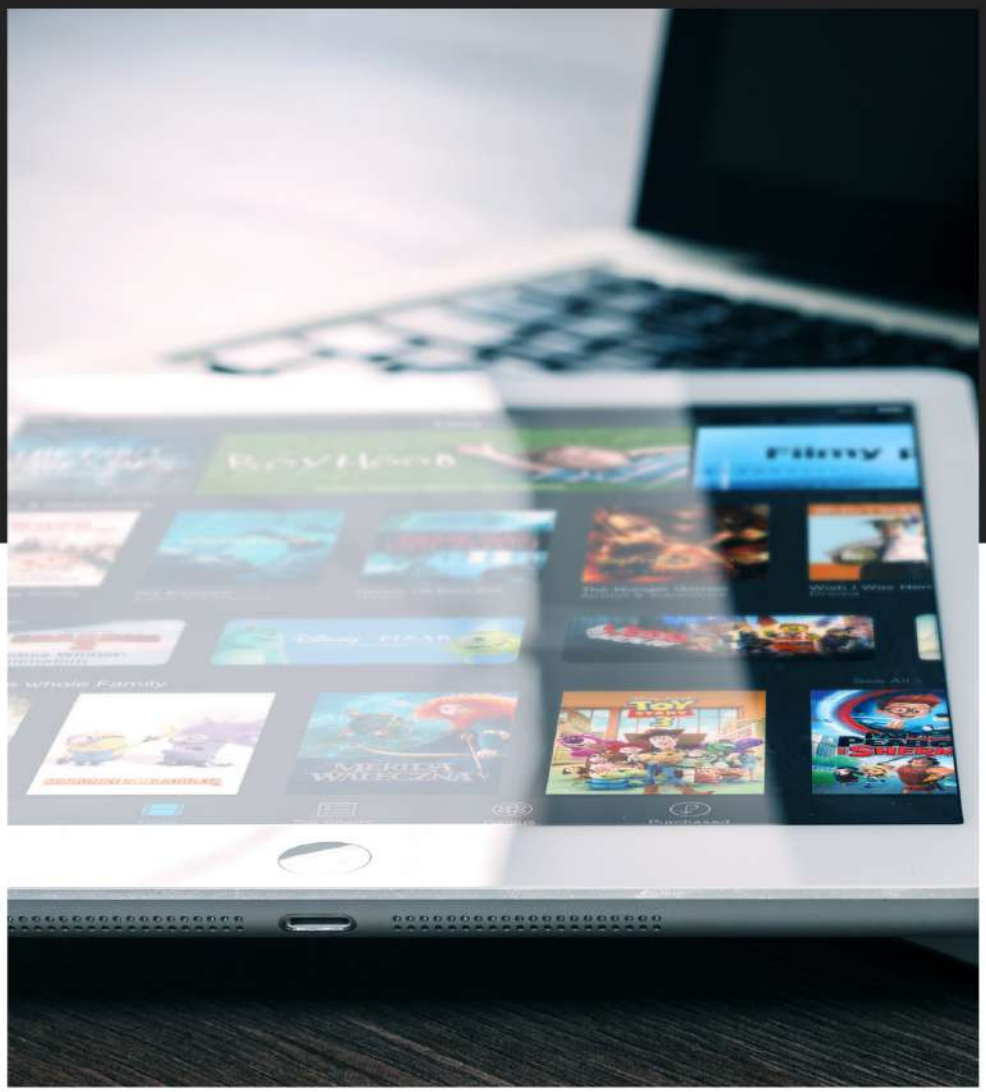
SAMMILAN 2K19

SAMMILAN 2K19

MIET JAMMU

SAMMILAN 2019

MARCH 15-16



©HUMA RASHEED

BANDERSNATCH

HOW WOULD YOU LIKE TO END IT?

REGISTER FOR AN AMOUNT OF RS 30
FIRST PRIZE: RS 750
SECOND PRIZE: RS 500
THIRD PRIZE: RS 250

SAMMILAN 2K19

SAMMILAN 2K19

SAMMILAN 2K19

MIET JAMMU

Sammilan 2019

27 March '18
Conference Hall

©HUMA RASHEED

MIET LITERARY CLUB

SPORCLE

QUIZ ON BOOKS AND CINEMA

REGISTER FOR AN AMOUNT OF RS 30

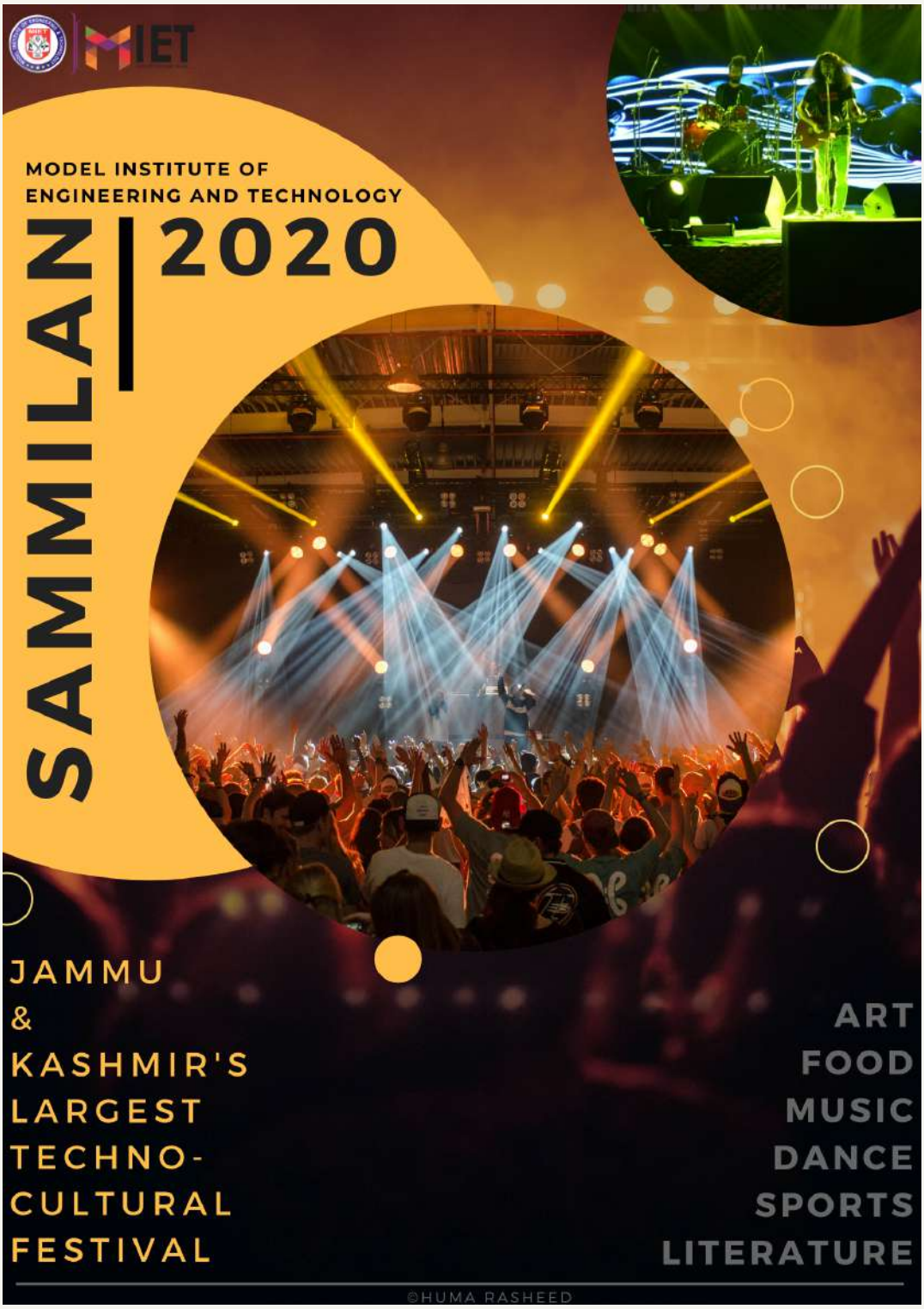
FIRST PRIZE: 1000
SECOND PRIZE: 500
THIRD PRIZE: 250

CONTACT AZLAN ABID 9906281966 AND ZUHA ATTA 8491827875 FOR DETAILS

SAMMILAN 2K19

PROJECT
FOUR

SAMMILAN 2020

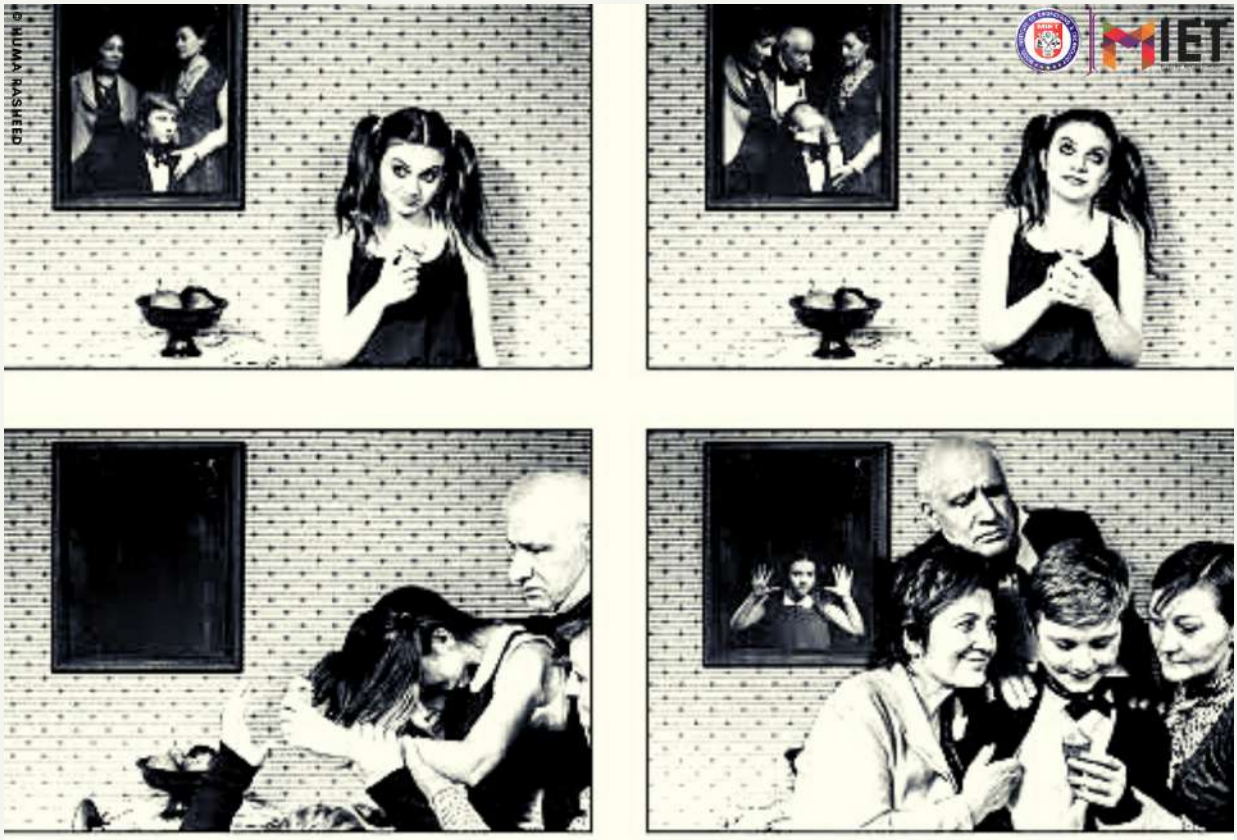


Sammilan 2020 - Another year brought another festival and a brand new opportunity to showcase creativity.

Softwares used: Canva, Adobe Photoshop, MS PowerPoint

SAMMILAN 2020

SAMMILAN 2020



SAMMILAN 2020

MARCH 20-21

MIET LITERARY CLUB

SHUTTER UP

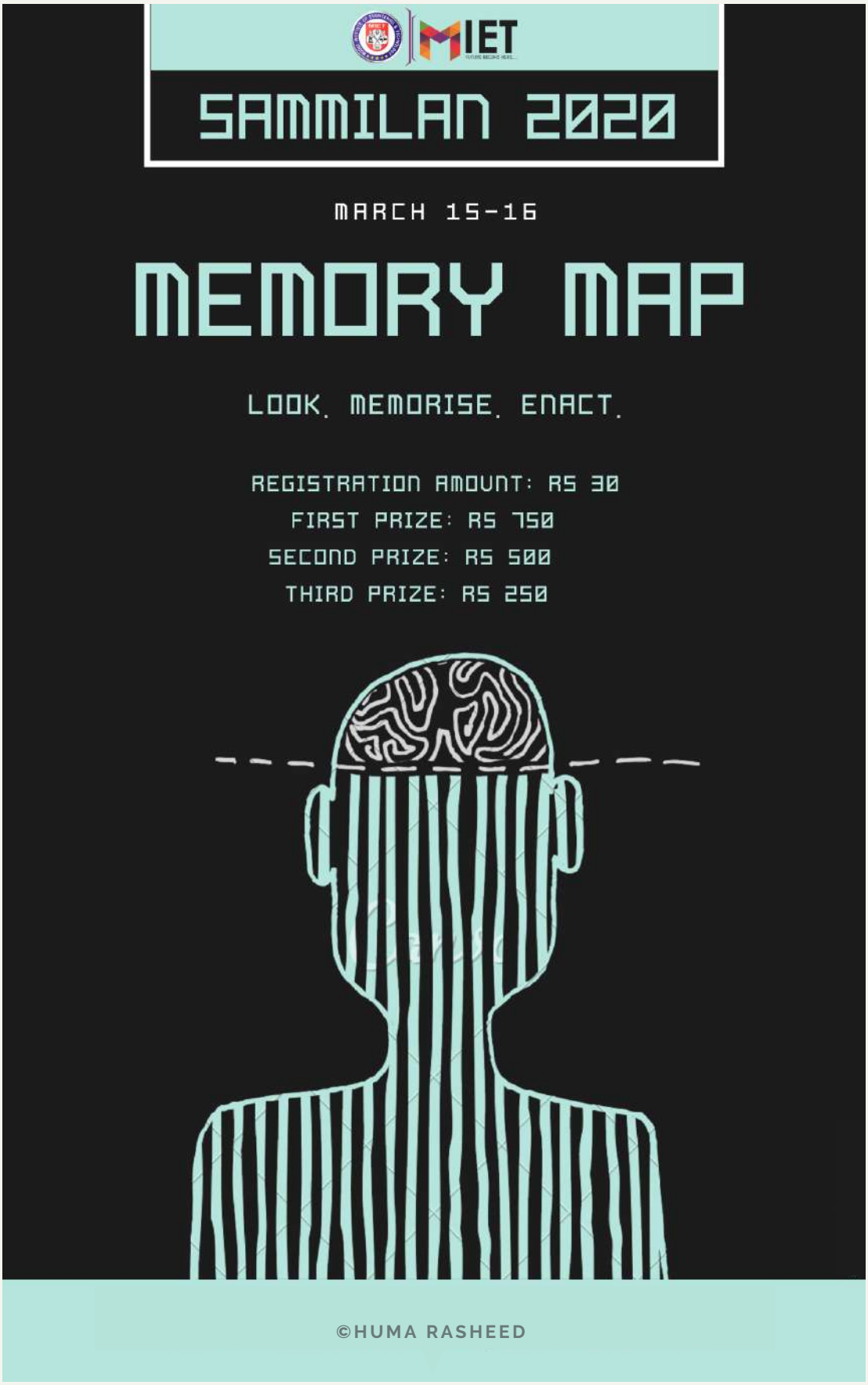
A THEMED PHOTOGRAPHY EVENT

FOR FURTHER DETAILS CONTACT: FARMAN NIKITA JATIN

REGISTRATION AMOUNT: RS 30
FIRST PRIZE: RS 1000
SECOND PRIZE: RS 500
THIRD PRIZE: RS 250

SAMMILAN 2020

SAMMILAN 2020



SAMMILAN 2020

SAMMILAN 2020

SAMMILAN 2020

SAMMILAN 2020

MARCH 20-21

FOR DETAILS CONTACT
RUCHIKA 9469295165
HUMA 9596530713

MIET LITERARY CLUB

RELAY RANGOLI

REGISTRATION AMOUNT: RS 30
FIRST PRIZE: RS 1000
SECOND PRIZE: RS 500
THIRD PRIZE: RS 250

PROJECT
FIVE

J&K'S BIODIVERSITY STRATEGY

A poster depicting strategies for Area Based Approach for Species Conservation for the Jammu & Kashmir Forest Biodiversity Council

Softwares used: Canva