

# Rowa Mahmôod

Graphic Designer & Illustrator

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📍 MK57EL, Milton Keynes, UK

## Profile

Creative Graphic Designer with a proven track record in guiding the design direction of digital tech products, spanning digital marketing and print design. Skilled in leveraging illustration to craft engaging visual narratives that captivate audiences and convey compelling stories.

## Portfolio

🌐 <https://rowam.github.io/>

## Skills

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Communication Skills  
Figma  
HTML/CSS/JS

## Education

### Diploma in Fine Arts

Sindh board of Technical Education  
2012 – 2014

### Bachelor of Science

University of Karachi  
2008 - 2010

## Employment History

### Graphic Designer and Illustrator at Techwisely Ltd, London, UK

November 2023— Present

- Designed clear, impactful presentations for meetings, simplifying complex data for informed decisions.
- Developed and maintained brand consistency across all project materials, ensuring a unified visual identity.

### Graphic Designer and Illustrator at Techwisely Ltd (Remote)

April 2018 — October 2023

- Lead the design work for all the digital products of the Company including digital and print media
- Developed logo, branding and theme of the all the tech products specifically, 'Planckly'
- Collaborated with other graphic designers, copywriters, and web designers to create effective ad campaigns
- Created user flows and storyboards to illustrate the user journey and ensure a seamless user experience
- Designed Android and iOS application with a modern user interface and intuitive user experience
- Developed a comprehensive user experience strategy for Planckly mobile app that was culturally relevant and improved client satisfaction resulting in closure of sale deals

### Graphic Designer - Eventique, NY, US

Jan 2018 — Apr 2018

Brand design, mood boards, Signage, Posters, 3D Visuals, graphics, Event Logo creation, Visual Language, branding, Stage design

### Agence Publics – Graphics Designer

December 2016 – 2018

- Development of attractive presentation and proposals to procure projects.
- Collateral and website design
- Identity design and branding
- Participated in organizing 6 events (local & international collaboration)

### Imagine Ex – Social Media Content Creator

July 2013 – July 2014

- Creating engaging content (advertisements, campaigning)
- Illustrations, collateral designs & branding
- Administered 12 social media campaigns with weekly updates to the team
- Worked on two viral posts created for 2 campaigns