

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

Behance <https://www.behance.net/raowa>

Instagram @rowamoodart

Skills

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Communication Skills

Figma

HTML/CSS/JS

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

Agency 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

Education

Diploma in Fine Arts – Sindh board of Technical Education

2012 – 2014

Bachelor of Science – University of Karachi

2008 - 2010