

Ayesha Arshad Email: Ayesha.arshad@gcu.edu.pk ayeshaarshad1076@gmail.com,

PROFESSIONAL EXPERIENCE:

Lecturer History of Arts at Institute of Global and Historical Studies, Government College University, Lahore

- 24 October 2023- Till Date
- M.Phil Coordinator
- Teaching Courses related to culture, Art and History and architectural History.

Lecturer Fine Arts at Government College for Women University, Sialkot

- December 2021- 11 October 2023
- I worked as interdisciplinary artist, researcher and educator.
- I am captivated by the intersections between Textile art, Art History, and documentation of architectural history.

Visiting Lecturer at Government College for Women University, Faisalabad

- September 2020- December 2021

Creative Textile Designer at Rouge London

- Lahore since 2018
- I have created Chintz pattern for ladies skirts and dresses.
- I have also created digital design for belts and bags.
- My task includes analyze fashion trends and predictions, confers with sales management executives, compares leather, fabrics and other apparel materials and integrates findings with personal interests, tastes and knowledge of design to create new designs for clothing, Belts, handbags and other accessories.

Fomer Textile design Instructor at Kaarvan Crafts Foundation

- 2019-2021
- I have conducted numbers of workshops related to textile patterns, crafts, print making, block printing, fabric paints, embroidery and hand weave.
- I have also imparted skills of design rendering techniques.

Fomer Textile Designer at Opal Weaving and Manufacturers

- 2016-2018
- Bedsheet Design
- Traditional Methods of Printing and designing

Former Textile Designer at Nickie Nina

- 2015
- I learnt a lot about how to combine individual items to create whole outfits, as well as the business side of fashion such as staff management, deliveries, and visual merchandising

Former Textile Designer intern at Nishat Linen

- 2014

Working as freelance textile designer

► **EDUCATION:**

| | | | |
|----------------------------------------------------|-------------|--------------|-----------|
| • Mphil ART & Design Specialization in Art History | 2017- 2019 | PUCAD Lahore | CGPA 3.94 |
| • BFA Textile Design | 2012 - 2016 | LCWU Lahore | 74 % |
| • F.sc Pre-Med | 2010-12 | BISE Lahore | 64%% |
| • Matric (Science) | 2008-10 | BISE Lahore | 73% |

► Final Year Research Project

Bachelor Research Project:

“A break from Tradition: Art Deco”

Mphil Research Project:

Architectural Achievements of Sir Ganga Ram in Lahore (A Case study of Architectural Styles built during British reign)

► Honors and Awards:

- Certificate of Appreciation for presentation in 2nd International Conference of Social Sciences Contemporary World: Challenges & Transformation 2023.
- Certificate of Appreciation for participation in Decennial Ceremony at GCWUS 2023
- Certificate of Appreciation for Organizing Seminar on Fikr e Iqbal 2022.
- Certificate of Appreciation for Organizing Inter University Drama Competition 2022.
- Certificate of Appreciation for Organizing Inter University Post/Painting Competition 2022.
- Certificate of Attending Faculty Development Training June 2022.
- 2nd Position in M.Phil Art & Design.
- Merit Scholarship awarded by College of Art & Design Punjab University, 2017-2019.
- Holding Role of Honor in the Academic year of 2016.
- Certificate of working with APWA for block printing of scarf on Women's day 2015.
- Leadership Award for group project of Active Citizen by British Council 2014.
- Best live Stage performance award for play “Bol K Lub Azad hein Tery” by Alhamhra Art Council 2012.
- 3rd position in debating competition held by Government of Punjab at Tehsil level in 2010.
- 3rd position in debating competition held by Government of Punjab at District Level in 2010.

► Characterization Skills Set:

- Photoshop
- Adobe illustrator

► Service Membership:

- MPhil Coordinator at Department of History of Art GCU Lahore 2024
- PM Laptop Scheme Focal Person GCWUS 2023
- Stationary Incharge Department of Fine Arts, GCWUS 2023
- Admission Focal Person Department of Fine Arts, GCWUS 2022
- Semester Incharge Department of Fine Arts, GCWUS
- Incharge Art & Culture Society Department of Fine Arts, GCWUS

► Social Activities Experience:

- Attended Refresher courses for MPhil & PhD Research Supervision 2024
- Presented Research article at 2nd International Conference of Social Sciences; Challenges and Transformation, 16 November 2023 at The Rawalpindi Women University, Rawalpindi.
- Organized a Painting Exhibition name, Clean and Green Pakistan, GCWUS, 1st March, 2023.
- Member organizing committee of Decennial Ceremony 22 Feb 2023
- Organize a Seminar Fikr e Iqbal in collaboration with Majlis i Iqbal 5th Decmeber 2022.
- Directed a play “Iblees Ki Majlis –I shura on Fikr e Iqbal in collaboration with Majlis i Iqbal 5th Decmeber 2022.
- Directed a play “Dhund” on Wolrd Mental Health Day, 28th Oct 2022.

- Organize inter University Drama Competition under the title of partition or Independence 14th August 2022.
- Organize inter University Painting/poster Competition in accordance of 14th August 2022.
- Admission Focal Person for Self Supporting Program 2022.
- Incharge Art and culture society Government College Women University Sialkot.
- Exam Coordinator, Department of Fine Arts, GCUWS.
- Instructed two day workshop on Tie & Dye held in Fine Arts Departments at GC women University Sialkot on 13 January, 2022.

► Research or Creative Accomplishments

- Embroidered cushions themed “Modern Art” Naseem Hafiz Qazi Gallery 2016
- Modern Cuts in Western Clothing displayed At Naseem Hafiz Qazi Gallery, 2015
- Lamps displayed themed “Cave Art” at Naseem Hafiz Qazi Gallery, 2015
- Participated in “Sufiism” held by Alhamhra Art Council Lahore, 2014
- Participated in project of APWA for block printed Scarf design, 2014
- Display of Apparel “Truck Art” at Naseem Hafiz Qazi Gallery, 2014
- Traditional Hand Embroideries
- Fundamental Concepts of Design
- Block Printing and Screen Printing
- Textile Design Rendering Techniques
- Dying Crafts of Punjab

► Capabilities:

- Communication Skills
- Teamwork
- Community service
- Leadership

► Languages:

- English
- Urdu

► References:

**Prof.Dr Shaukat
Mehmood**

HEC Professor
College of Art and Design,
Punjab University Lahore
Email:drshaukatmahmood
@hotmail.com
Cell: +923454038445

**Prof.Dr Muhammad
Ashraf Khan**

Former Director of
Taxila Institute of Asian
Civilizations
Quaid e Azam
University, Islamabad

Pakistan

Email:

ashrafarchaeologist@hotmail.com

Cell: +92-305-5102426

