

# Zainab Aslam

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Undergraduate Psychological and Health Science student (3.28 GPA) with competencies in visual arts and economics

## AWARDS

- Winner of the 2022 Critical Perspective Award at the UTSC's Annual Student Art Exhibition, with over 200 students participating
- Winner of the 2017 Muslim Interscholastic Tournament in the category of 3D art
- Winner of the OSSTF D16 Student Human Rights Day Poster Competition in 2017

## KEY SKILLS AND COMPETENCIES

- Ability to effectively use people skills
- Ability to work independently
- Leadership experience
- Organizational skills
- Ability to interact with different audiences
- Competency in managing time and prioritizing tasks acquired from running a small business
- Ability to communicate and collaborate with others from various community projects
- Experience in changing art styles to match the context of a project, varying from caricature to realism
- Effective teaching skills acquired from instructing students through Visual Arts Classes
- Ability to conduct literature reviews acquired from University of Toronto psychology courses
- Ability to use many online programs, such as Adobe Illustrator, Photoshop, Procreate, and Premier Pro.

## RELEVANT EXPERIENCE

### *Graphic Designer/Illustrator*

Authentic Learning Lab University of Toronto (May 2022 - present)

- Create avatars, environments, game assets, for the game of social life
- Team lead for the artistic advisory group; working with volunteers to gather materials, create work plans, and build foundations on which future artwork will be based on
- Using real life statistics to realistically represent minority groups and identities, requiring gathering data.

### *Business Owner* OKAYSRSLYNO (August 2018 - Present)

- Create business plans, manage finances, and problem solve for new products.
- Apply software skill-set in the Adobe Creative Suite to create designs necessary for branding: packaging, branding design, and promotion.

- Business and product marketing via Instagram, Twitter, Facebook, and Tiktok posts, including the use of Photoshop, Illustrator, Procreate, and Premier Pro.
- Creation of original artwork using media both digital and traditional, including but not limited to acrylic, oil, watercolour, charcoal, and gouache.
- Extensive knowledge in online business and media management.
- Efficient use of time management whilst completing tasks such as designing, printing, packaging, and shipping artwork.
- Managing funds in an efficient manner to ensure best quality output.

### ***Art Instructor***

FREELANCE (April 2020- February 2021)

- Effectively provided elementary and intermediate level art education to introductory level art students.
- Conducted structured and thorough research in order to create a unique art curriculum relevant to modern artists and students.
- Accurately taught complex art concepts such as composition, proportion, colour, value, shape, line, and form in a way that is comprehensible to a younger audience.
- Demonstrated the ability to accurately communicate specific painting techniques for all mediums, including watercolour, acrylic, gouache, and oil paint.
- Demonstrate intrapersonal skills whilst creating a comfortable environment for children to create art.

### ***World Parkinson's Program***

VISUAL ARTIST (September 2020- October 2020)

- Responsible for creating custom work to be auctioned to raise money for the organization.
- Apply skills in multiple mediums, such as acrylic painting and oil painting, along with curating social media posts using software such as Photoshop, Canva, and Illustrator.
- Demonstrated ability to take creative leadership and direction in constructing original work for a specific community.
- Worked diligently to implement changes in work as per client's request, and to complete work by necessary deadlines.
- Exhibited curated work in an outdoor environment to be viewed and sold.

### ***Freelance Artist***

(August 2019 - Present)

- Commissioned to work for individual clients as well as small businesses.
- Work collaboratively with others to create designs as per client's specifications for a variety of pieces.
- Effectively changing art styles to match the context of the project, varying from caricature to realism.

### ***Moksha Canada Foundation***

ARTIST FOR CITY OF MARKHAM (February 2019)

- Worked with Maksha Foundation to create unique artworks in traditional acrylic media.
- Created work for black history month, did extensive research on important black figures and incorporated it into final work.
- The artworks were displayed in Markham City Hall.

### ***Aaniin Community Center Mural***

VOLUNTEER ARTIST (October 2017 – June 2018)

- Worked with Indigenous artists to design and create a unique laser cut aluminum mural that displays the seven grandfather teachings.
- Efficiently organized and compiled research documents to ensure the art reflected true ideals.
- Utilized both traditional and digital media, such as Photoshop and Illustrator, to incorporate multiple artworks into one large twelve meter mural.
- Utilized strong interpersonal skills to interact with other artists and integrate multiple styles into one cohesive work.

### **ACADEMIC QUALIFICATIONS**

**Bachelor of Science (Psychological and Health Sciences)**

*University of Toronto 2019 — present*