



Maheen Naseem



Portfolio

2022

Profile

I am a BA Hons fashion and textiles graduate currently freelancing as a graphics and web designer. I am a very passionate person and I love what I do. Always eager to learn and explore the creative field more. I possess impeccable communication skills and am used to working in a fast paced environment. I like to stay very organized and work with perfection. I have exemplary marketing skills as well and am also a great conflict resolver. My main objective while creating designs is always innovation.

Education

Roots DHA-1 Islamabad
IGCSE
Class of 2015

University for the Creative
Arts London (TMUC)
HN Fashion & Textiles
Class of 2020

University for the Creative
Arts London (TMUC)
BA Hons Fashion and
Textiles

Softwares



Experience

Freelance Graphic Designer
(current)

Aron Azlam
Paid Internship
2018

I was responsible for creating all the branding required for two of their sub-companies.

Imobilize UK
Graphics and Web Designer
March 2021 to September 2021
I created all projects related to graphic and web design solely.

Interests

I enjoy listening to music, travelling and exploring new cultures. I am passionate about traditional art, makeup and fashion, interior design, health and fitness, and charity work.

Maheen Waseem

Graphic Designer

After the first two years of my degree in which we were taught many forms of art such as painting, drawing, sculptures, crafting, digital art, forms of manual printing and more, I was the most passionate about digital art.

Graphic design has endless possibilities and there is so much you can do with it. You can never stop learning in this field which is why I was the most intrigued by it as compared to everything else that we were taught.

I always want to learn and explore new things which is why this field is the one for me! Technology is always advancing and there are always going to be new things to become proficient in.

When I got the hang of Photoshop, I started to scrutinize other adobe softwares and fell in love with this field.

The most fascinating factor to me regarding this field is the endlessness of the possibilities.



Project

Music: A Healing Spell

This project was inspired by music therapy. When I discovered about it, I was really fascinated by it. The thought that something like music could be used as a treatment for diseases such as mental illnesses was so interesting to me. So, I decided to choose this topic for my thesis paper and project.

My personal connection with the subject in focus is that I have struggled with anxiety for quite some time. Therapy did not seem to work out for me. But music happened to be the one thing that helped me deal with it.

For this project I conducted extensive research about music in all forms (i.e. music as a form or art, science, math, etc.), the history of how music was created, what diseases it can help with and much more. I also carried out a questionnaire. This in-depth research was done to help me completely understand my theme so I could produce a relevant product in the end.

The research also aided me in discovering elements for my designs.

What is Music Therapy?

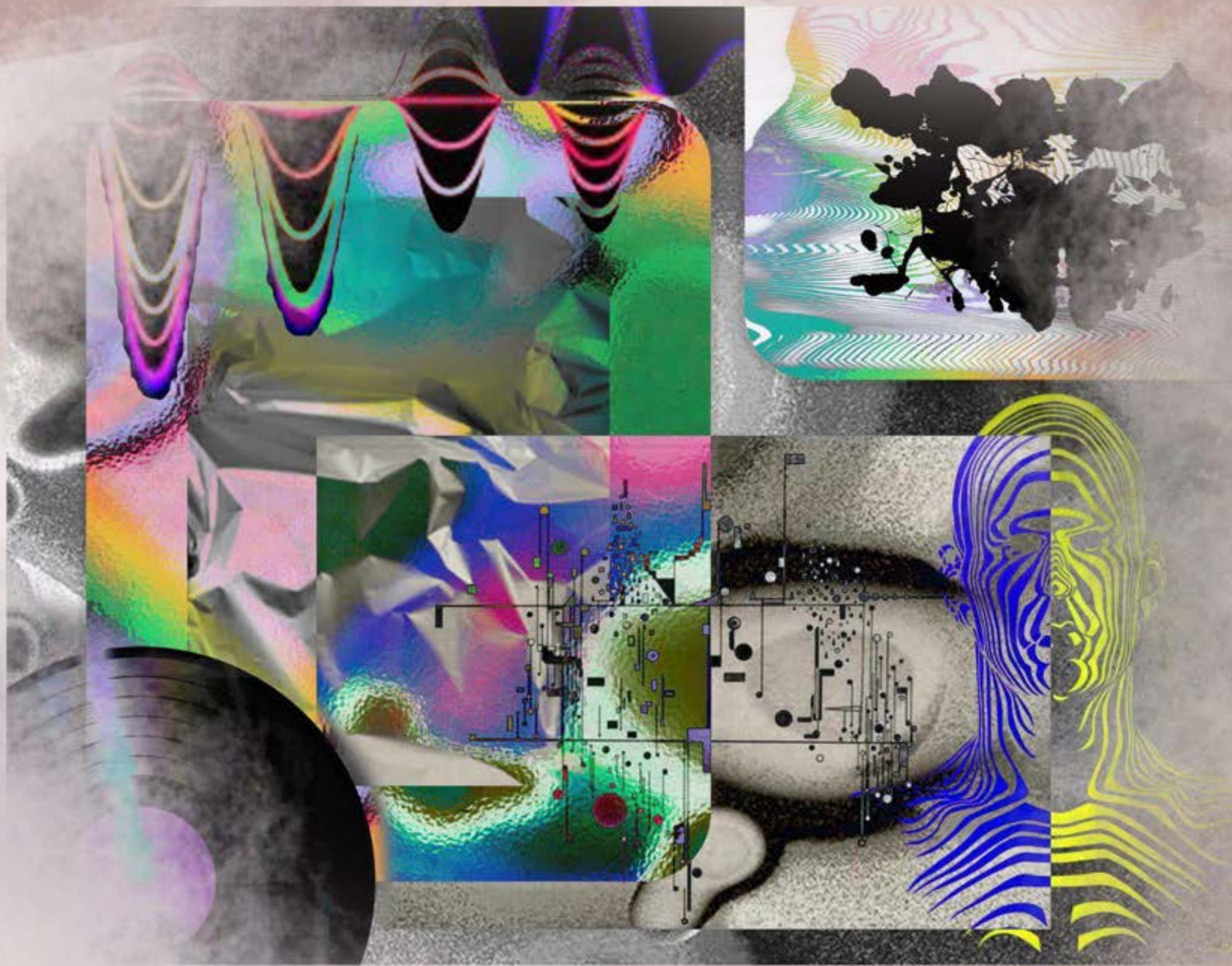
Music therapy is the clinical use of music to accomplish individualized goals such as reducing stress, improving mood and self-expression. It is an evidence-based therapy well-established in the health community. Music therapy experiences may include listening, singing, playing instruments, or composing music.

Visual Boards

Elements

The main elements I worked with were vibrations and soundwaves. And while I was researching on the topic I thought of combining these elements with colour theory and auras to help depict people's story better as colours have such deep meanings.

Moodboard



Elements



soundwaves

Elements



auras

Process

For the digital paintings, I took pictures of my subjects and gathered all the information given to me by the subjects and researched on how that information could be used visually.

Majorly, symbolism was used while making the pieces.

All the paintings were made on photoshop with the use of a graphic tablet.



Abbas

Abbas said his favourite song was Pasoori by Ali Sethi and Shae Gill.

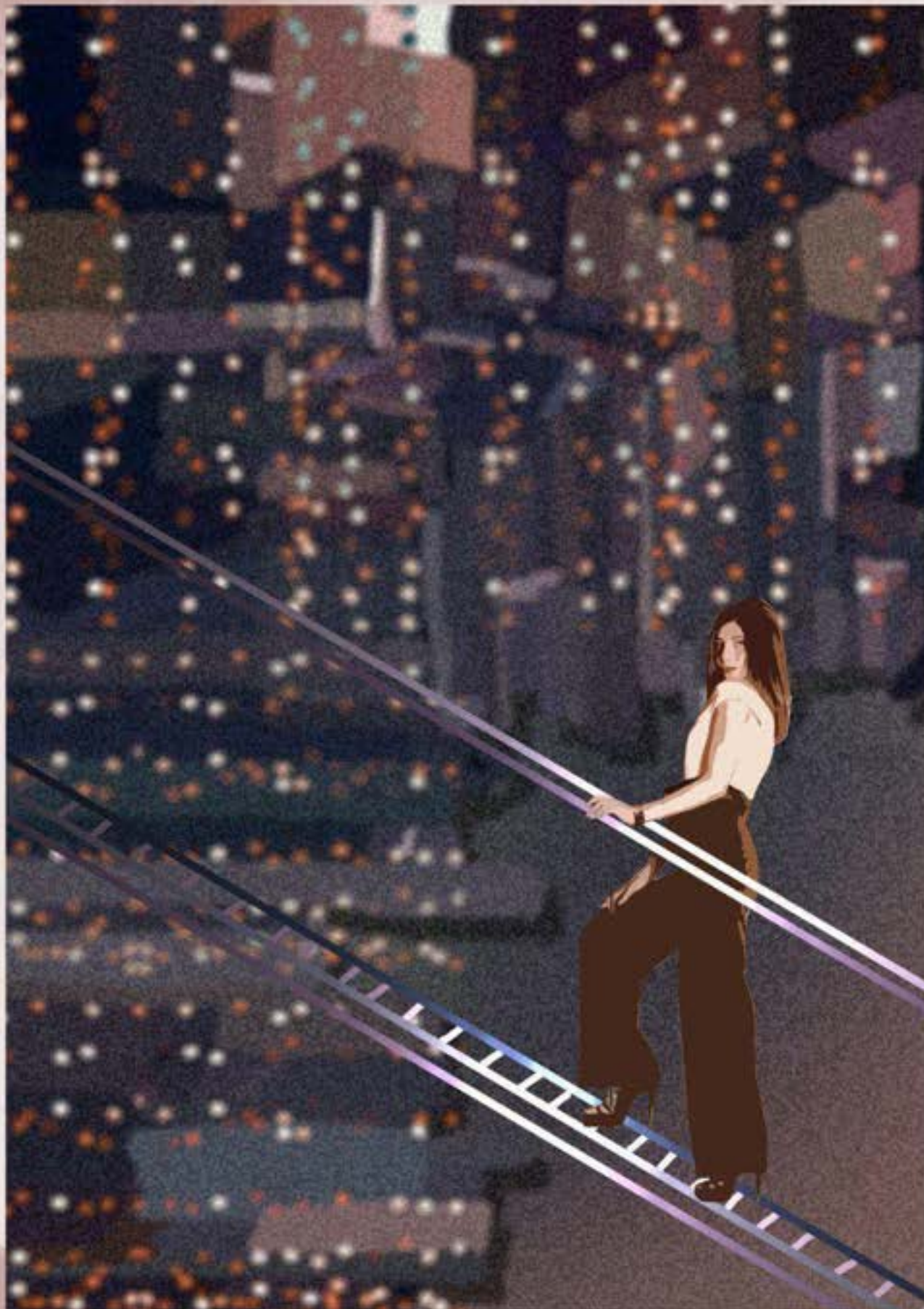
He stated that it made him feel happy and energetic hence, the usage of colours.

And he said his happy place was anywhere outdoors.

For this illustration I took elements from the song's music video such as the dhol instrument, the classic, traditional print tiles and the coke bottle.

I combined those elements with colour theory and went with bright pops of yellow to depict happy and energetic and pastel shades in the background to show calmness but the line art to show a little chaos.





Zupash

Zupash's favourite song was Teenage Dream by Katy Perry.

She said it made her feel empowered and like a rebel.
Her happy place is night-time in the city.

This illustration shows that she always wants to get higher
and higher and reach her goals.

Hammad

Hamma'd's favourite song was Agar mujh se muhabbat hai. It reminds him of his past, makes him sad and also reminds him of his mom. His happy place was anywhere near his mom.

For this illustration, I created the clouds inspired by soundwaves. The background is inspired by his village. The dark shades of the mountains show sadness but the colourful part above shows calmness and happiness which is what he feels when he is with his mom.





Noor

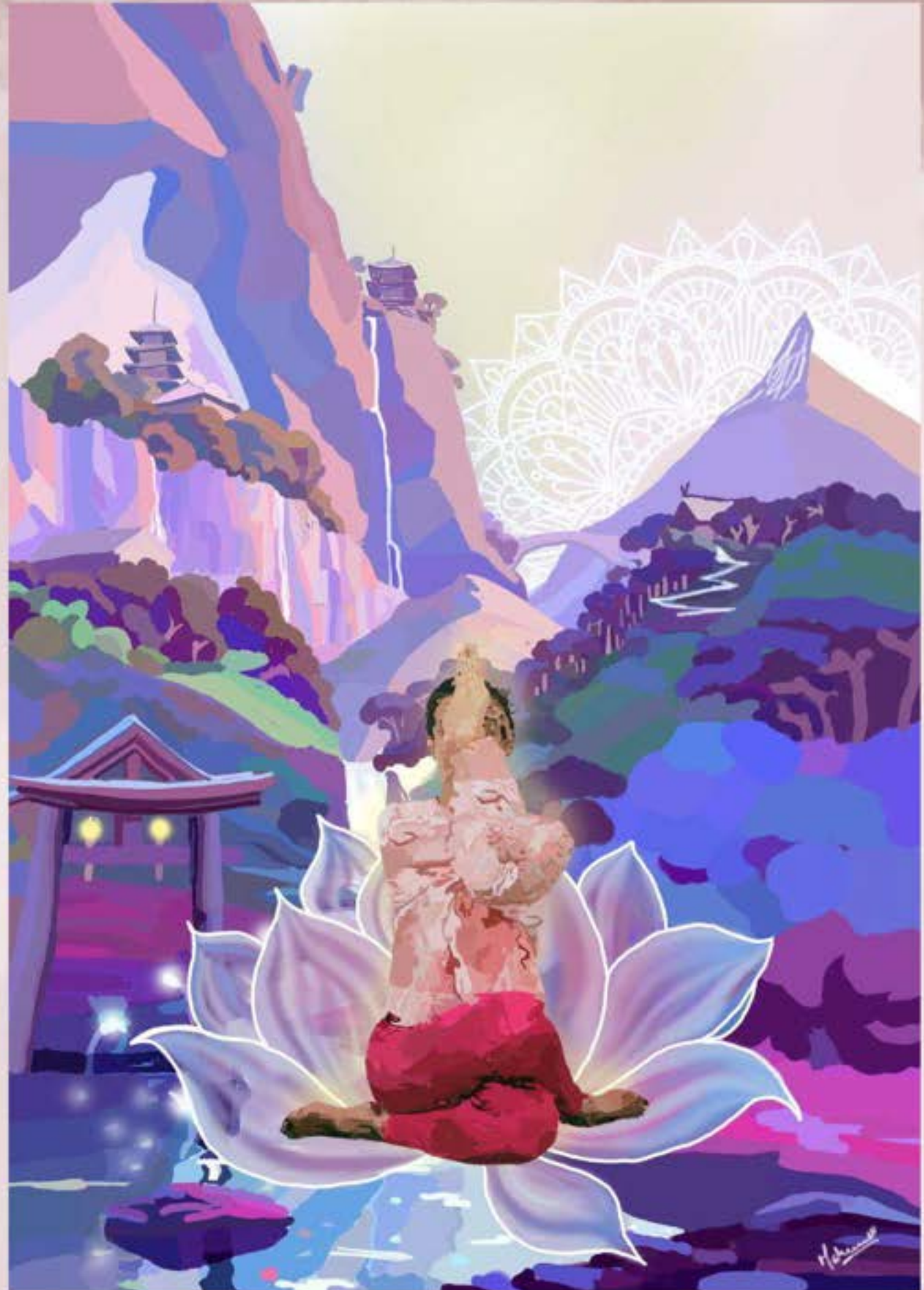
Noor's favourite song was there's nothing holding me back by Shawn Mendes. It makes her feel empowered and her happy place was in her room.

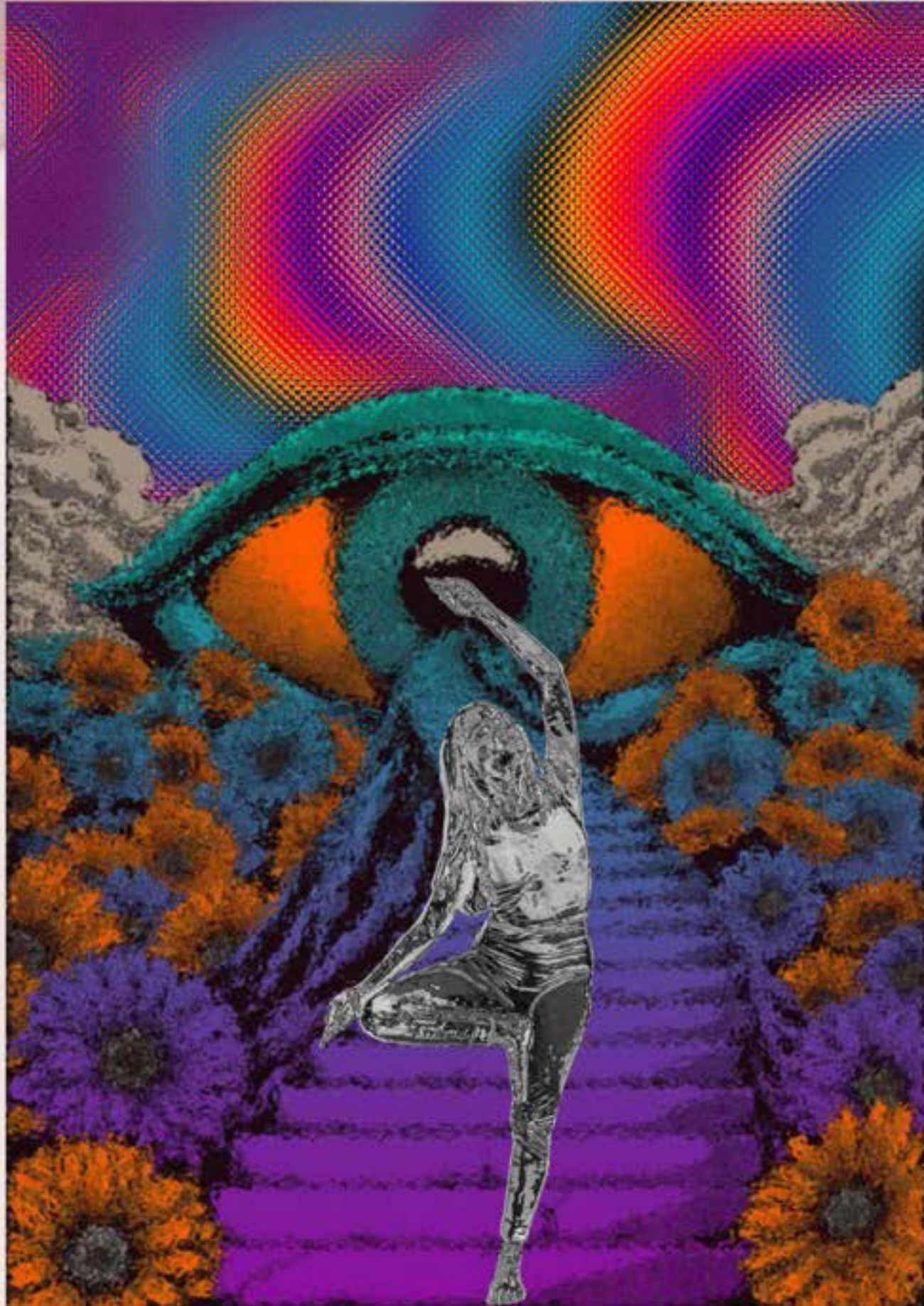
I took a picture of her in her room the way she usually is and created this out of it. The paper planes show how shes really passionate about becoming a pilot. Her being up in the sky shows that the limit is above the sky to reach your goals.

Zahra

Zahra's favourite is the zen yoga music.
She is a yoga instructor and generally a very calm soul. Her happy place was a dreamy place outdoors.

I used those colours to depict calmness and the zen vibe. I painted her in her calm zone, while doing yoga.





Myself 1/2

My favourite song is Yeh Dunya by Karakoram.

It makes me feel important and gets me into deep thinking. It made me realise that what the world thinks doesn't matter.

My happy place is me doing yoga or meditating anywhere.

This piece that I created shows how when I'm in my zen zone, I go into this fantasy world. The huge eye symbolises a state of enlightenment and out-of-body experiences.

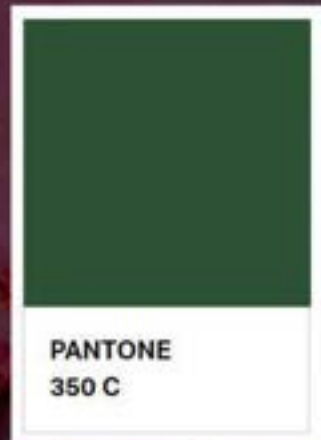
The mirror effect on the subject depicts truthfulness, wisdom and awareness.

Myself 2/2

This piece shows how before I started my journey with yoga I was not in a good state of mind hence, the usage of dull blue tones below,

It shows as I started my journey with yoga, those negative vibes are fading above in the background and being exchanged with calmness.











8月14日 東京中野サンプラザ
 8月15日 名古屋クラウンロード
 8月17日 大阪サンケイホール
 6月19日 川崎クラウンロード
 開催をむせ：H.I.P. 1st
 10巻

既に聞かされた。そのころはまだ、
 (所川 俊彦)
 「おれは、自分自身で日本でも自国出来る
 かと思うが、自分自身で自国を築かめて下さい。
 ロマニヤ、オランダ、ドイツ、フランス、
 公算のオランダ、ドイツ、フランス、
 ました。一人一車で、千一五の各各各
 正野の、だから一様正野、ロマニヤ、
 オペ「オランダ」を正野に正野にして
 下さい。」と、おれ自身で自国を築かめて下さい。

なんと、それは、おれ自身で自国を築か
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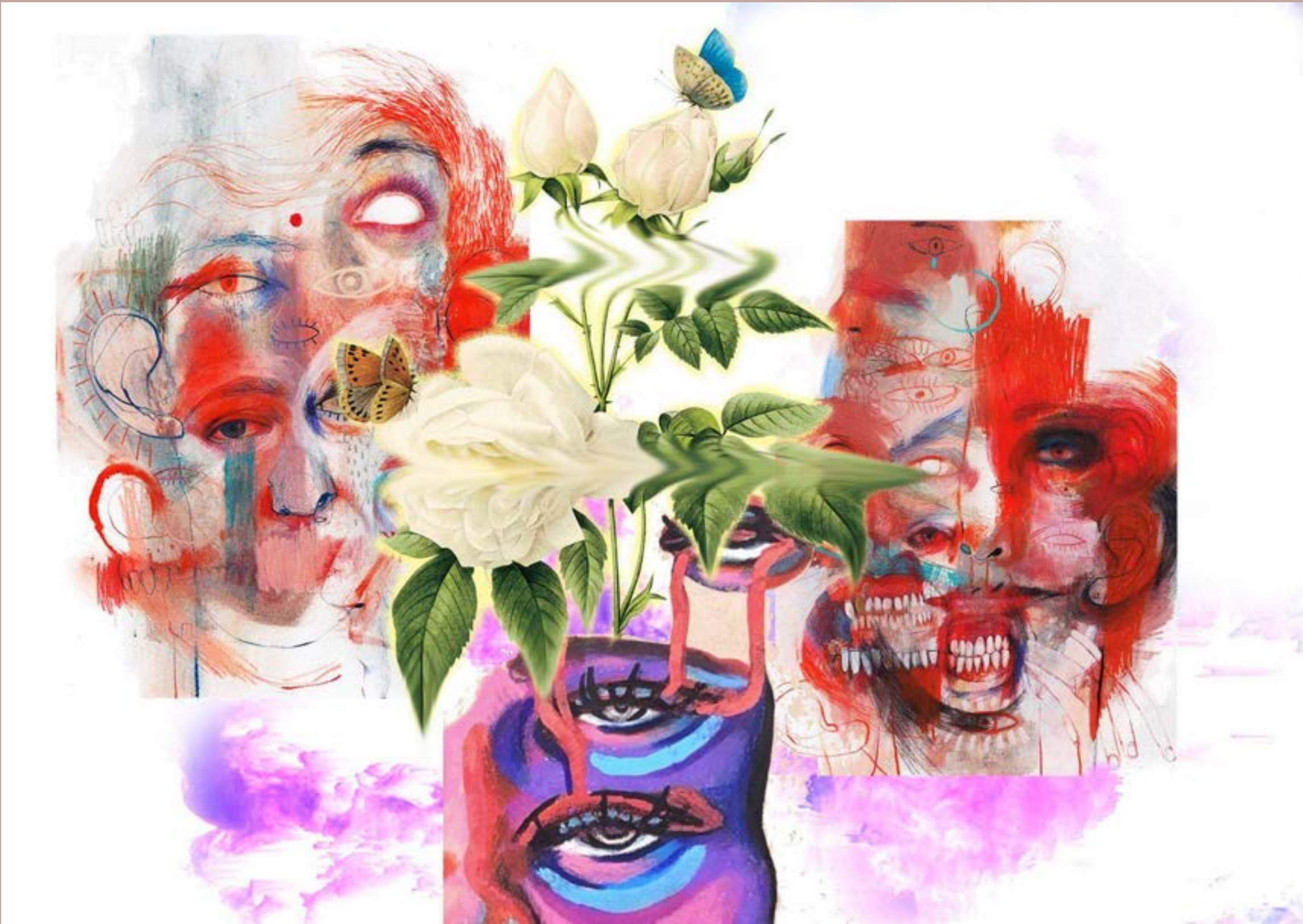


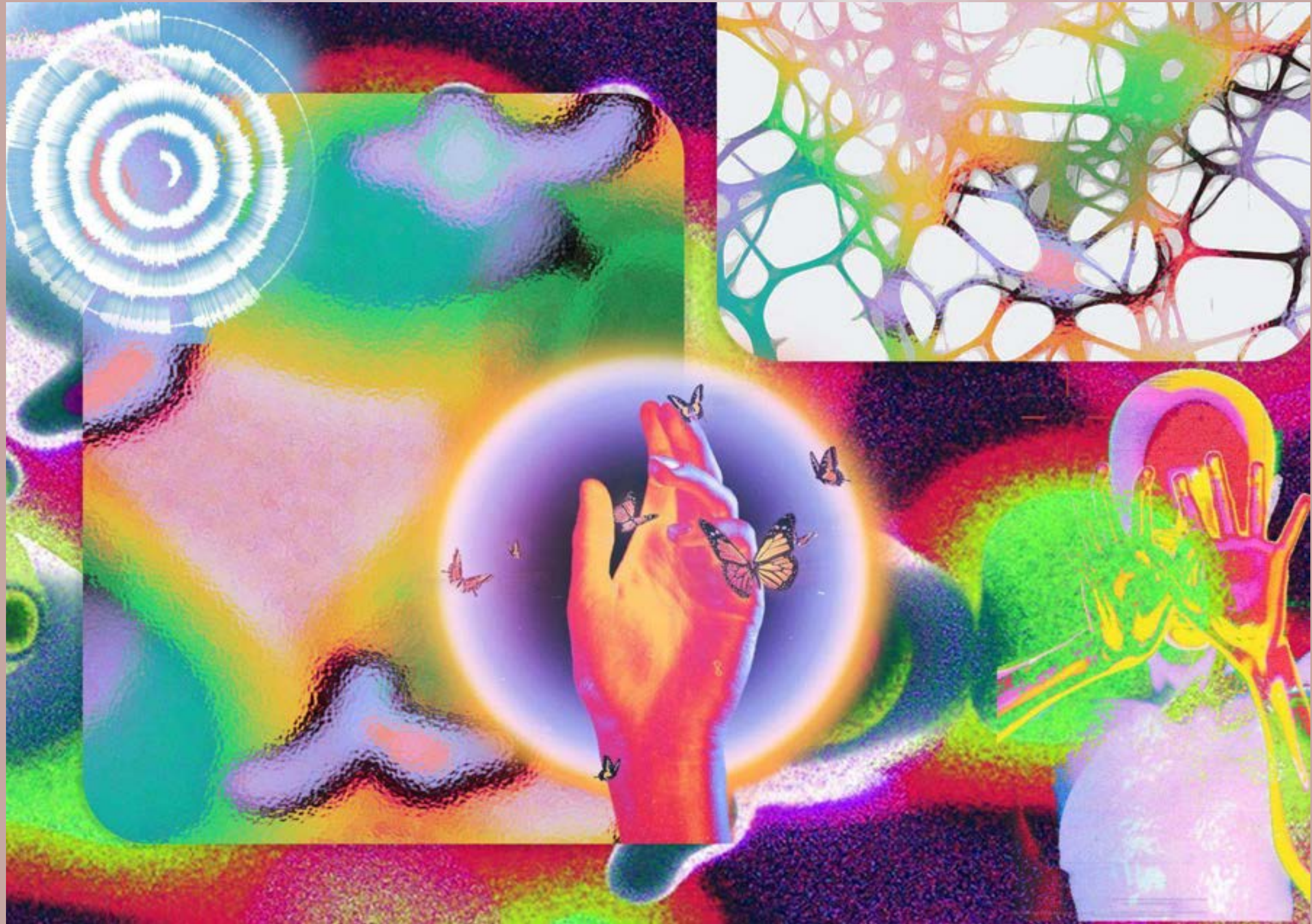
Mood Boards
&
Research Boards

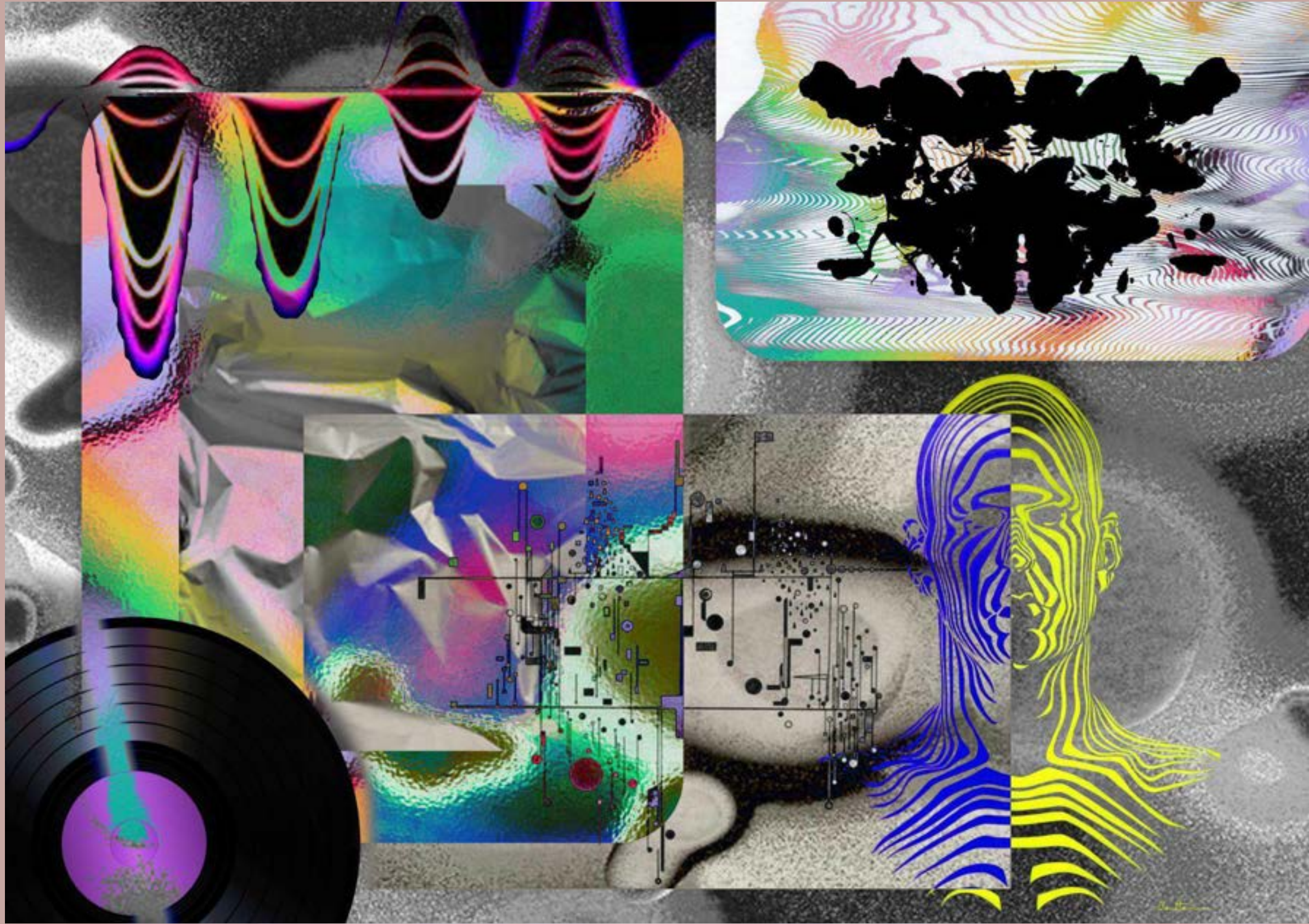


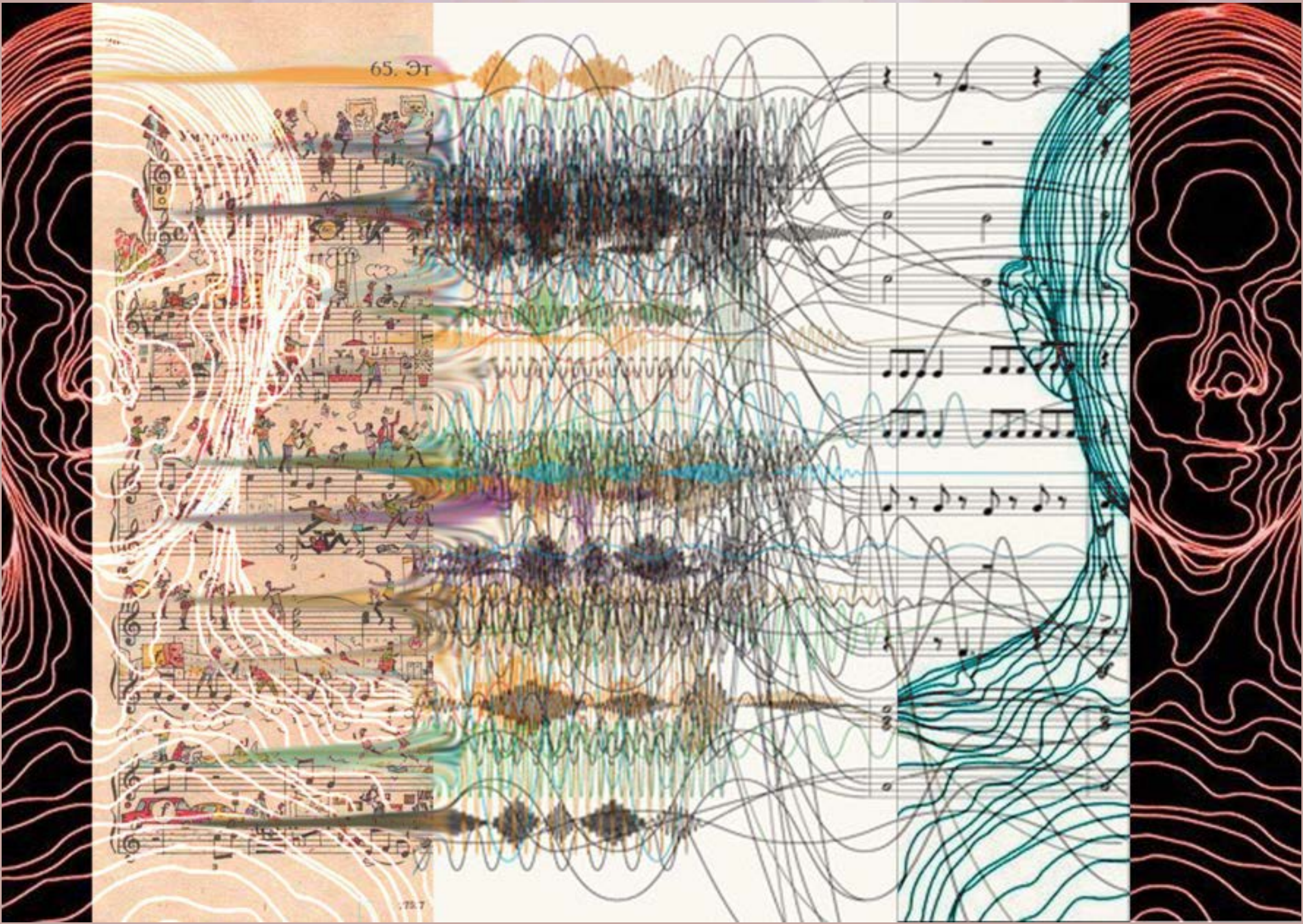
سوپنی مهیری سوپنی





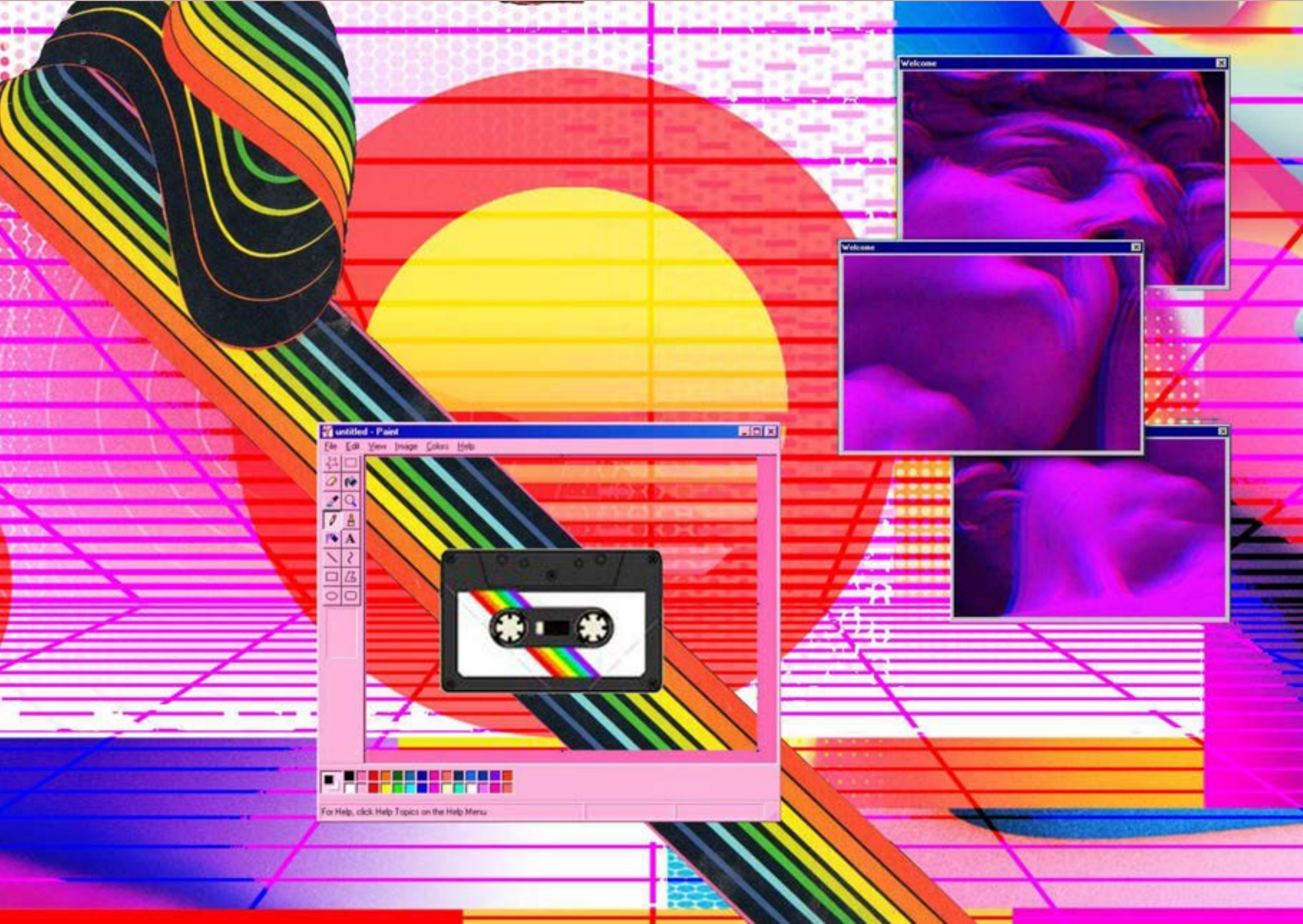






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Branding Projects





Chef Mom

- Finest Ingredients ✓
- Hygiene ✓
- Deliciousness ✓
- Baked Fresh ✓

Tea cakes and cookies symbolize significance of a delicious snack paired with tea. They are enjoyed equally by kids and adults; bringing whole family together to enjoy the precious 'tea time'. An appetizingly cooked, sweet tasting, crumbly Tea cake and deliciously flavorful, soft yet chewy cookie aside tea is always what makes the mouth water.



Chef Mom's home baked Tea cakes and Cookies are a delightful amalgam of sweetness, flavor and tenderness. There's always time for Tea and room for Tea cake and Cookies!

A bite of
Deliciousness!

MENU

CHEF MOM'S TEACAKES

CLASSIC POUND CAKE
Moist, smooth and absolutely delish cake with classic crusted top and powdered sugar
Regular: Rs 950 Large: 1200



CHEF MOM'S CLASSIC LEMON CAKE
Perfectly balanced, fluffy Lemon loaf glazed with Lemon Citra

CHEF MOM'S ICED LEMON CAKE
Moist Lemon infused loaf with tangy Lemon icing
Regular: Rs 1050 Large: Rs 1500

CLASSIC BANANA BREAD
A light and delicious treat - simple, moist and flavorful Banana bread loaf
Regular: Rs 900 Large: Rs 1150

CHEF MOM'S SIGNATURE BANANA BREAD
Deliciously moist Banana bread suffused with Nutty, Caramel coating
Regular: Rs 950 Large: Rs 1300 Giant Loaf: Rs 1500



CHEF MOM'S COOKIE & CREAM BANANA BREAD
Rich Banana-Oreo bread topped with light Cream frosting
Regular: Rs 1050 Large: Rs 1500

CLASSIC MARBLE CAKE
Moist buttery vanilla cake marbled with rich chocolate batter.
Regular: Rs 1050 Large: Rs 1500



CHEF MOM'S CARROT CAKE
Moist and light Carrot cake, baked into a loaf and topped with a generous amount of Cream Cheese frosting, bettered with Pecans/Walnuts
Regular: Rs 1050 Large: Rs 1500

CHEF MOM'S CRUMB CAKE
Chef Mom's playful combo of flavors and texture. It is a three-layered sheet cake with Vanilla and Coffee sponges topped with Cinnamon streusel and powdered sugar glaze
Regular: Rs 1500



CHEF MOM'S CARAMEL CAKE
Moist Caramel cake with a hint of Cinnamon and crusty flaky top, capped with Caramel sauce
Regular: Rs 950

VEGAN TEA CAKES

Deliciously moist, eggless and dairy-free cakes
100% VEGAN!

- ✓ Vegan Banana Bread Rs: 950
- ✓ Vegan Chocolate Loaf Rs: 1050
- ✓ Vegan Lemon Cake Rs: 1050

FUDGY FUDGE CAKE
A dense combo of Cocoa with just the right amount of sugar, served with powdered sugar and homemade salted caramel crunch/ chopped chocolate.
Regular: Rs 1050



COOKIES & BROWNIES

CHEF MOM'S SIGNATURE BROWNIES
12 inch brownie bar, fudgy and flaky baked treat with rich taste
Rs 800



CHEF MOM'S SUPER BLONDIES
Goopy and crumbly Blondies with a rich sweet taste bettered with White Chocolate Chips
Rs 800



CHEF MOM'S COOKIES

Appetizingly chewy cookies, soft on the inside, crispy on the outside; with rich flavor
Available in 7 sorts:

- CHOCOLATE CHIP COOKIES**
Soft, chewy cookies bettered with chocolate chip
- DOUBLE CHOCOLATE CHIP COOKIES**
Goopy chocolate cookies loaded with melted chocolate in the middle and bettered with chocolate chips
- WHITE CHOCOLATE CHIP COOKIES**
Soft buttery cookies, packed with milky white chocolate chips
- NUT-OAT COOKIES**
Crisp, chewy cookies loaded with oats, chopped almonds and walnuts
- SNICKERDOODLES**
Traditional Snickerdoodles rolled in Cinnamon Sugar and baked into soft and delicious treat
- PEANUT BUTTER COOKIES**
Deliciously crumbly cookies packed with Peanut Butter, boasting a dense flavor and remarkably soft texture



Half dozen: Rs 600 (1 flavour)
1 dozen: Rs 1000 (2 flavours)

SCOTTISH SHORTBREAD
Flavorful cookies prepared with Butter and Sugar; crunchy and firm on the outside and soft and chewy on the inside
Rs 900 for a batch

✓ Eggless, lactose-free and 100% vegan

⚠ Contains nuts. Can be made nut-free

Instagram @chefmompk

Facebook @chefmompk

WhatsApp 0321

Designed by: @beautifullyengraved



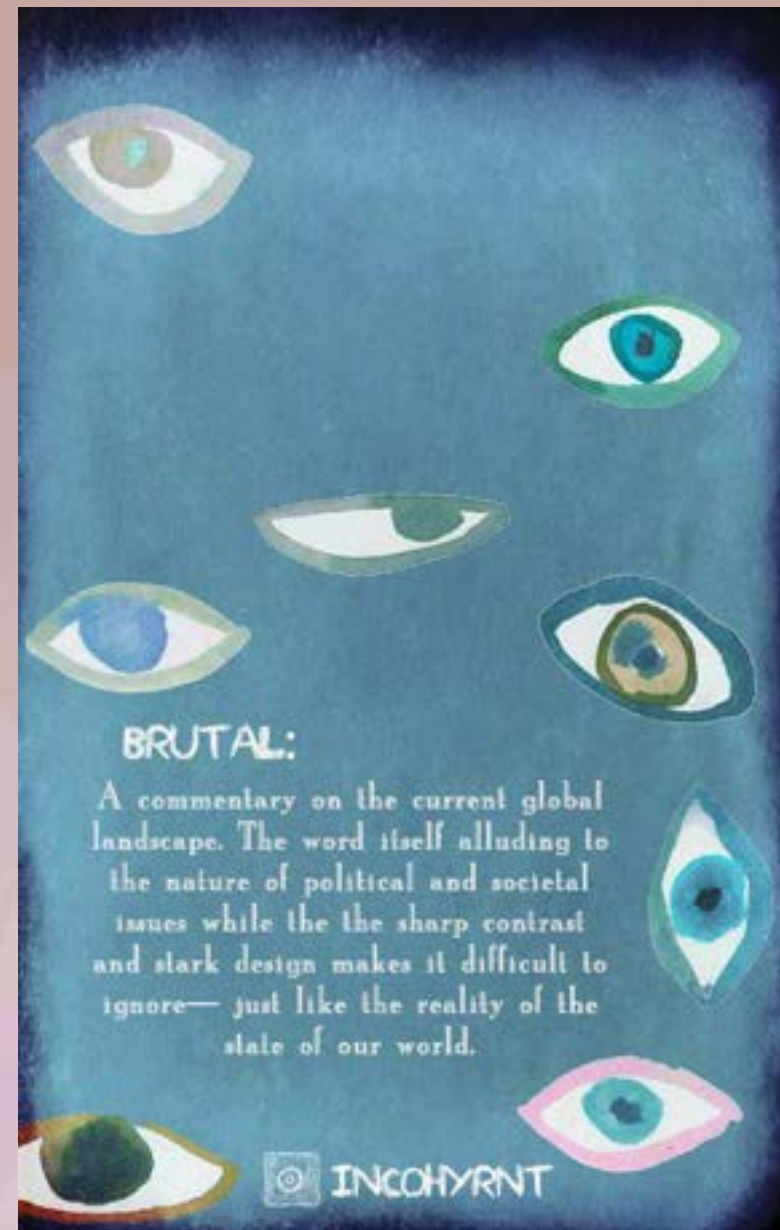
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INCOHYRNT





SM GROUP OF COMPANIES



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