

Asna Naseem

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Personal Statement

Creative and detail-oriented Graphic & UI/UX Designer with a strong foundation in both print and digital media. Proficient in Adobe Photoshop, Illustrator, and InDesign. Demonstrated ability to collaborate across departments, manage design projects from concept to delivery, and adapt to feedback to refine output. Seeking to contribute innovative design solutions and uphold visual consistency in a dynamic in-person setting.

Education

Savannah College of Art and Design, Savannah, USA - MFA in Interactive Media and Game Design 2021 – 2024
Digital Media Designer . Interactive Media . Communications Lead . Tech Lead . Visual Design Lead

AMU Department of Architecture, Aligarh, India - Bachelors of Architecture 2016 – 2021
Design Thinking . Architectural Visualization . Color and Balance . Design Philosophy

Professional Experience

Design Instructor

Remote Design Learning Platform by iD Tech

June 2024 – Aug 2025

- Created engaging visual materials and lesson content using Adobe Creative Suite and Figma
- Collaborated with teaching teams to refine curricula, manage multi-session schedules, and deliver polished presentations
- Organized digital assets and session documentation with clear version control

SCADpro Ambassador

Oct 2023 – May 2024

SCADpro Networking Program

- Designed promotional graphics, presentations, and visual assets for events and departmental materials
- Managed asset organization and collaborated with academic stakeholders to ensure alignment with brand standards
- Communicated design ideas and incorporated feedback during iterative review sessions

Projects - SCAD

SCAD Graduate Student

2021 - 2024

SCADpro Metaverse: Tech and Communications Lead

- Led concept development and visual design for interactive prototypes, from ideation through execution
- Coordinated design reviews and maintained organized project files using version-control practices
- Integrated feedback from cross-functional team members to refine designs and meet stakeholder expectations

SCADpro x BMW: Tech Lead

- Delivered the complete project, including 3D mockups of the developed features, within a tight deadline, receiving highly positive feedback for design and execution.
- Managed visual layout and branding across print and digital deliverables for client presentations.
- Ensured seamless communication and version tracking among team members during high-pressure deadlines

Skills

Professional Skills: Concept Ideation, Layout Design, Version Control, Trend Aware design sensibility, Adaptability to feedback, cross-functional collaboration

Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Blender, Unreal Engine 5, Autodesk Maya, Articulate 360 – Rise, Audacity

Awards

- **The Rookies** – 2024 - Finalist: [Web and App Development](#)
- **The Rookies** – 2024 - [Draft Selection](#)

Volunteer Work

Video Game Design and UX developer

Oct 2024 – Aug 2025

RND4Impact

- Supported organizational initiatives by developing educational content and digital media.
- Assisted with project coordination, reporting, and communication using digital tools.