

Ajiya Kalia

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EDUCATION

National College of Arts

Lahore, Pakistan
Bachelor of Fine Arts, Jan 2016 – Dec 2019

EXPERIENCE

Art Director Intern | GAHSP Media and Systems

Jul 2024 – Present

- Created video deck templates for the University of the Arts Berlin (UdK) thesis displays. Aiding students in showcasing their work to a broader audience.
- Curated photographs for an upcoming service marketplace, aligning visuals with brand identity.
- Managed project tasks using Excel and Trello, ensuring smooth workflow.

Visual Artist | Burger O’ Clock

Sep 2023 – Jul 2024

- Designed and painted two murals for the grand opening of their flagship store, generating significant buzz and contributing to a successful launch.
- Created custom illustrations for the upcoming revamped website, adding a personalized touch aimed at boosting user engagement and conversion rates.
- Played a key role in reshaping their visual identity, strengthening brand recognition and appeal.

Art Teacher | PECHS Girls’ School

Jan 2021 – May 2022

- Developed and taught multidisciplinary art curriculum for grades 6-10, emphasizing art as a tool for cultural change and creative expression beyond visual arts.
- Organized student art exhibitions attended by the community, resulting in scholarships.
- Created engaging lesson plans, managed organizational tasks, and led a cross-grade mural project, fostering teamwork and community engagement.

FREELANCE

Set Designer | KopyKats Production

May 2022 – Sep 2022

- Designed and painted multiple transportable sets for a 1000+ person theater on a tight budget, provided visual direction, sourced and managed suppliers, and handled administrative tasks for a multi-city production of a political satire play.

Marketing and Graphic Designer | Tea Amo (Cloud Kitchen)

Jan 2023 – Oct 2024

- Created brand identity for the cloud kitchen, including logo design, print, and social media assets. Conducted and edited food photography sessions. Managed social media platforms, increasing online presence and contributing to sales growth.

PROJECTS

Workshop Facilitator

Art for Change Initiative

Led art courses aimed at empowering adults in Pakistan to embrace creative expression and break the stigma around learning art at a later age.

Commissioned Artist

Produced commissioned paintings for clients.

SKILLS

Painting | Murals | Illustration | Sculpting | Prototyping | Brand Identity Design | Social Media Management | Adobe Suite | Procreate | Figma

ADDITIONAL INFO

Eligible to work in the US without sponsorship.