

# MASHAL ZAHRA

Social Impact Designer

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## EDUCATION

MA Social Design | Maryland Institute College of Art, Baltimore, MD | 2024-2025

Bachelor of Textile Design | Pakistan Institute of Fashion & Design | 2013-20

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## EXPERIENCE

**Creative Impact Fellow | Maryland Institute College of Art | Baltimore, MD**

October 2024 – March 2025

Multiscale RECIPES for Sustainable Food Systems

- conducted interviews and applied design research methods to gather and analyze qualitative data, identifying key patterns and insights for team presentations.

**Designer and Strategist for Social Impact | SABAH Pakistan | Lahore, Pakistan**

June – August 2024

SAARC Business Association of Home-Based Women Workers Pakistan

- Collaborated with local craftswomen to identify limitations, then developed tailored communication and resource strategies to empower them and improve the supply chain for future product development
- Redesigned brand identity, promotional materials, and social media, boosting public engagement and consumer awareness.

**Instructor and Curriculum Designer | Pakistan Institute of Fashion and Design | Lahore, Pakistan**

2017 – June 2024

- Mentored undergraduates in the development and execution of their capstone projects.
- Taught foundation and advanced-level courses in textile design, including research methodology, colour theory, and CAD applications.
- Led a 4-week summer workshop on digital design for aspiring entrepreneurs, teaching design research and Photoshop skills for their entrepreneurial venture.
- Designed projects, handouts, curricula and course outline

**Designer/Design Consultant | Deans Textiles | Lahore, Pakistan**

2017 – January 2025

- Redesigned brand identity, including logos, marketing materials, and digital assets, aligning with modern design trends.
- Utilized local materials and techniques to enhance product aesthetics and market relevance.

**Instructor/Course Designer | NAVTTC, Government of Pakistan | Lahore, Pakistan**

March– Aug 2022

- Designed and led an inclusive visual communication and digital design training program.
  - Developed tailored learning materials to engage underrepresented communities.
  - Facilitated hands-on sessions, making complex design tools accessible and practical.
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## SKILLS

- MS office (Word, Excel, PowerPoint)
  - Adobe Photoshop/ Illustrator/InDesign
  - Fluent in English & Urdu
  - Team Facilitation and Workshop Design
  - Human-centered Design
  - Data Visualization
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## PROJECTS-COLLABORATIVE WORK

### MICA X JACQUES Initiative

Sep– Oct 2024

Conducted human-centered design research to identify effective community engagement strategies for the Jacques Initiative's HIV prevention programs.

### MICA X Ignite Capital

Oct–Nov 2024

Explored the financial landscape for social entrepreneurs through research, interviews, community insights and data synthesis.

### Lahore Chamber of Commerce

July 2019

Guided women artisans and entrepreneurs in aligning their product development strategies with current trends and industry to enhance competitiveness, focusing on sustainable practices and innovative design solutions

### Trade Development Authority of Pakistan

Feb 2019

Collaborated with designers from PIFD to plan the annual TEXPO 2019 display, presented innovative textile installations and design concepts to the management board through mappings and sketches

### Swedish School of Textiles, Boras, Sweden

12-16 Sep

Design Possibilities on circular knitting machine

### Textile Workshop conducted by Gwendolyn Kulick, PIFD

2016

Proposed textile concepts for public spaces in Lahore Pakistan.

- Conducted intensive research to explore and analyze space and community, synthesizing data to develop a design solution.
  - Created samples for the proposed textile concept, which were showcased in an exhibition at PIFD
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## CERTIFICATIONS

### Online Teaching Level 1" online course by NAHE

Higher Education Commission  
March-April 2021

### Introductory Course to build Internationalization in universities in Pakistan

B-International project co funded by Erasmus  
2023