



# SHOZAB RAZA

ARTIST | DESIGNER | MAKER

## SKILLS

- Software** Adobe Creative Cloud (*Illustrator, Photoshop, Indesign, Premiere Pro, Animate*) | Figma | Wix | Procreate | Processing | P5.js | Arduino | Touchdesigner | Blender | Garageband | Ableton Live
- Hard Skills** User Research | Graphic Design | Illustration | Brand Identity | UI/UX | Interaction Design | Social Media Management | Drawing | Painting | Data Manipulation | Data Visualization | Art Installation | Curation | Creative Electronics | Theatre | Performance art | Lasercutting | Woodworking
- Soft Skills** Leadership | Collaboration | Punctuality | English, Urdu, Punjabi (All professional proficiency)

## EXPERIENCE

### Marketing and Media Manager

Dynamic Media Institute (Massachusetts College of Art and Design)

Started Jan2023  
Boston, MA

- Developed and executed a comprehensive brand identity system for DMI, building from scratch.
- Managed and designed collateral for various social media platforms which resulted in a rapid 78% engagement.
- Curated and participated in the highly successful 2023 DMI Fresh Media Exhibition at the Boston Cyberarts Gallery.

### Teaching Assistant

Electronic Projects for Artists (Prof.Dana Moser)

Started Jan2023  
Boston, MA

- Provided mentorship and guidance to undergraduate students on their electronic and experimental art projects.

### Concept Artist

Big Immersive

2020-2022  
Lahore, PK

- Played a major role as a senior concept artist for the first metaverse project (Terraverse) by Virtua.
- Produced concept art for several corporations including **Paramount Pictures**, **Universal Music**, **Legendary**, **Bored Ape Yacht Club**, **The Boys** and **Formula 1**.

### Muralist & Designer

Pencil House

2018-2022  
Lahore, PK

- Designed and executed more than 50 large-scale murals and installations for high-profile clients such as **Coca-Cola**, **PepsiCo**, **Gloria Jeans** and **KFC**, utilizing a variety of techniques and mediums.

## EDUCATION

### Master of Multimedia/Communication Design, Massachusetts College of Art and Design

Expected 2024

Relevant Coursework: Communication/Graphic Design, Illustration, UI/UX, Multimedia, Printmaking and Performance art.

### Bachelor of Visual Communication Design, National College of Arts, Lahore

2017 – 2020

Minor in Painting, Printmaking, Photography

## ACHIEVEMENTS & EXTRA-CURRICULAR ACTIVITIES

### Art in Editorials

Pioneered the use of hand-drawn animations in Pakistan's contemporary fashion and film industry, collaborating with top editorial names and promoting artistic collaborations. Working for brands like Khaadi, Outfitters and Ethnic.

### Publishing

Publishing "Polymer 4," a graphic novel as an undergraduate thesis project, showcasing the ambivalent nature of technology and its potential to assist humanity.  
<https://www.shozabraza.design/polymer-4>

### Theatre/Performance

Transformed Neo Transitional Mime into a modern performing arts group incorporating music and light-based art. Directed and produced successful adaptation of Macbeth, performed at Alhamra Arts Center and received multiple awards and recognition.  
<https://www.shozabraza.design/theatre>