

Laiba Ayyaz

GRAPHIC DESIGNER

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Portfolio: www.behance.net/laibaayaz

Fiverr: www.fiverr.com/s/kLq45PN

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Multidisciplinary UI/UX and Visual Designer with experience in digital product design, branding, and user experience. I aim to create thoughtful, intuitive, and visually consistent designs that solve real user problems.

WORK EXPERIENCE

Freelance Senior Graphic Designer

Oct 2019 – Present

Fiverr

- Worked with startups, creators, and businesses worldwide across 1500+ creative projects.
- Turned ideas, rough sketches, and chaotic client notes into polished visual solutions.
- Maintained high client satisfaction through strong communication, creative problem-solving, and reliable delivery.

Graphic Designer & Prepress Specialist

Oct 2024 – Aug 2025

Allegra Print and Imaging, Surrey, BC

- Designed print-ready packaging, brochures, labels, and signage.
- Maintained accuracy in layouts, typography, and print specs.
- Created production-ready assets using Adobe Creative Suite.
- Worked with clients including Nanak Foods, Punjab Foods, Sunco, City of Vancouver, City of New Westminster, and City of Surrey.

Graphic Designer

May 2023 – Oct 2024

Rabia Dastgir Design Consultants Inc.

- Designed garment tech packs, mood boards, presentations, and branded marketing materials.
- Maintained visual consistency across client-facing assets and internal communications.
- Collaborated with teams to support creative development and production workflows.

EDUCATION

Post-Baccalaureate Diploma in Emerging Technologies

May 2022 – Apr 2024

Douglas College, New Westminster, BC

Bachelor's in Computer Science

June 2015 – Jan 2020

COMSATS University, Islamabad, Pakistan

Certification of Graphic Designing

May 2019 – July 2019

Punjab Information Technology Board, Pakistan

SKILLS AND INTERESTS

Technical Skills: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma, Sketch, Microsoft Excel, Motion Graphics, Branding, Campaign Design, Social Media Design

Interests: Print Production & Prepress, Branding & Identity Design, Typography & Layout Design, Social Media Design, Presentation Design, Marketing Collateral, UI/UX Design, Visual Communication