

LUBABA ABBAS KAZMI

لبابه عباس کاظمی

EDUCATION

Parsons School of Design
2018-2022
The New School

BBA: Strategic Design and Management
Minor: Fashion Communication
CGPA: 3.76

Makeup Forever Academy 2019
Certified in Avante Garde and Editorial
Makeup

RELEVANT COURSES

Marketing, PR, Branding
Fashion Public Relations
Design Communication
Fashion Trend Analysis
Luxury Prototyping
Design of Business
Fashion Journalism
Fashion History
Sustainable Systems
Typography
Information Visualisation
Strategic Management

SKILLS AND INTERESTS

Technical Skills:
Adobe Creative Suite
Tableau
Lightroom
Microsoft Office

Creative:
Body Casting
Wood-Work
Fabric Stitching
Fabric Printing
Special Effect Makeup

LANGUAGES SPOKEN

English
Urdu
Punjabi

CONTACT

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Portfolio: <https://www.lubabaabbaskazmi.com>
Instagram: @Lubaba06 | @Makeupbylubaba

WORK EXPERIENCE

Freelance Makeup Artist 2017-present
-Create avant-garde, editorial and bridal makeup looks in a diverse set of locations, ranging from Islamabad to New York.
-Looks are artistically curated and mirror views on a plethora of social causes that extend from suitability to mental health etc.

Project Head, MCMXCV 2021-present
-Developed branding, logos, look-books, and identity for a women-owned clothing and lifestyle brand based in Islamabad.
-Designed and conceptualised web-based advertisements and social media campaigns to add visually appealing elements to client marketing campaigns and created lists of industry contacts for PR

Brand Consultant, Pick Your Wick 2021-present
-Created the logo and brand identity as well as the packaging design for all products.
-Designed all promotional material and campaigns for social media and print
-Handled social media and communicated with customers for new orders.

Social Media Intern, Grazia Pakistan 2021
-Developed and implemented new social media campaigns
-Designed and created 5 daily Instagram posts using the given templates
-Pitched story ideas for relevant topics
-Evaluated and followed up on news regarding celebrities, beauty and fashion industry

Fashion Intern, S&S 2019
-Conducted trend analysis and presented market research to designers.
-Prepared digital mood boards using photoshop to communicate design elements.
-Performed photo and video colour correction tasks to facilitate pre-production graphics wrap-up work for social media, digital, and print media .

Wholesale Intern, Melange Islamabad 2018
-Administered and monitored social media of a reputed designer outlet.
-Received best intern award for revamping the store's merchandising strategy which led to a 20% sales growth

EXTRA CURRICULAR

Director, Roots Ivy Fashion Society 2017-2018
Organized several fashion shows including the IYLO'17, which featured renowned designers of Pakistan; published newsletter to highlight the top 10 monthly fashion trends and stand out outfits

Animal Rescuing Operations (self directed) 2016-present
Rescue stray animals from the streets of Islamabad, to feed and provide them with loving homes.