

## CURRICULUM VITAE

### Dr. Syed Farjood Ailya Rizvi

Assistant Professor (Art & Design)

Department of Graphic Design, College of Art & Design, University of the Punjab, Lahore, Pakistan

 +92-42-99212950 |  [farjood.cad@pu.edu.pk](mailto:farjood.cad@pu.edu.pk)

## ACADEMIC APPOINTMENTS

**Assistant Professor / Lecturer**, Department of Graphic Design,

College of Art and Design, University of the Punjab, Lahore | 2011–Present

**Assistant Professor / Lecturer**, Multan College of Arts, BZU | 2010–2011

**Assistant Manager Graphic Design**, Packages Ltd., Lahore | 2003–2010

**Graphic Designer**, The Card Company | 2001–2002

## EDUCATION

- **PhD (Art & Design)** – University of the Punjab, 2022
- **MPhil (Art History)** – University of the Punjab, 2015
- **MFA (Graphic Design)** – University of the Punjab, 2002
- **BFA (Graphic Design)** – University of the Punjab, 2001

## RESEARCH INTERESTS

Visual Communication Design • Postcolonial Design • Typography & Ornamentation • Design Pedagogy

## PUBLICATIONS (SELECTED)

*(Peer-reviewed articles)*

- Rizvi, S.F.A. et al. (2025). *Islamic Architecture & Cultural Symbolism*
- Rizvi, S.F.A. (2024). *Shrine of Waris Shah*

- Rizvi, S.F.A. et al. (2024). *Colonial Printing Press in Lahore*
- Rizvi, S.F.A. (2022). *National Flag in Colonial Context*

## **TEACHING EXPERIENCE**

Courses taught include:

Research Methodology • Graphic Design • Typography • Packaging Design  
Photography • Advertising • Web Design • Environmental Design  
Art Appreciation • Printing Technologies

## **THESIS SUPERVISION (SELECTED)**

- **PhD (Ongoing)**
- **MPhil/MFA/BFA:** 20+ completed theses (visual communication design)

## **PROFESSIONAL SERVICE**

- Member, Doctoral Program Committee (PU)
- Admission & GRE Committee Member (PU)

## **ADMINISTRATIVE & COMMUNITY ROLES**

- Focal Person: Scholarships (HUSP, Ehsaas, PEEF)
- Presiding Officer, Election Commission of Pakistan (2024)
- Organizer: Conferences, exhibitions, and student activities
- External Examiner (PU, UMT, UOS, GCWUF, BZU, Hamza Foundation)

## **CREATIVE PRACTICE & DESIGN WORK**

- **Visual Communication Campaigns**
- Branding & identity design for academic institutions
- Packaging & print design (industry + academia)

## **EXHIBITIONS (SELECTED)**

- International and national Art exhibitions (2019–2024)

## **WORKSHOPS & ENGAGEMENTS**

- Traditional kite-making (2025–2026)
- Mughal geometry

## **PERFORMING ARTS (SELECTED)**

- Directed *Lollywood Retro Metro Show* (2025)
- Directed Sufi performance *Alif* (2022)
- Multiple mime, theatre productions

## **PROFESSIONAL DEVELOPMENT**

Training in:

Quality Management (ISO 9001) • Adobe Illustrator • Leadership & Teamwork  
Decision-Making • Faculty Orientation

## **LANGUAGES**

Punjabi • Urdu • English

## **REFERENCES**

Available upon request