

Leea Contractor

Graphic Designer & Interaction Designer

+1 (672) 515-6501
leea.contractor@gmail.com
www.leeacontractor.com

I am a graphic designer with a graduate degree in Interaction Design. I find the collaboration that comes from working within a team highly motivating. I am a natural leader who thrives in an environment where I can use my design skills to the fullest, and am always expanding my horizons to find ways to incorporate this exciting wave of technology into my work.

PROFESSIONAL EXPERIENCE

January – March 2023

Emily Carr University, Masters in Fine Art's Department

Research Assistant

- Poster design + Social media post for the Masters in Fine Art Thesis Exhibition 2023.

September – December 2022 & January – April 2022

Emily Carr University

Teaching Assistant for GSMD 500 F031: Grad Design Studio I and COMD 210 SO31:

Core Studio Communication Design. Responsibilities included:

- Lead seminar & workshop,
- Assisted and shadowed the instructor in the delivery of curriculum,
- Provided one-on-one feedback sessions & responded directly to student work
- Participated and/or lead critiques & coordinated between faculty and students.

January – March 2022

Leaning Out of Windows (LOoW) - Invisible Forces Exhibition

Research Assistant/Communication Designer for LOoW.

- Designed their Logo, Evite, Title Poster, Information Poster, Labels and the Handout.

January – April 2022

Shumka Centre

Research Assistant; Paired with local business (Jarr) through the Shumka Center

- Designed and illustrated an interactive web page that represents their impact.

November 2019 – June 2021

Associate Creative Manager | Xpert Services at the Dawn Media Group

Responsible for addressing the design needs of more than 6 different departments within the Dawn Media Group, including, but not limited to:

- Layouts, infographics and illustrations for Dawn Media Group's daily newspaper 'Dawn', supplements sponsored by several Consulates, the Business & Finance section and the Herald Magazine (print circulation of over 50,000-discontinued since 2019)
- Cover Illustrations & editorial design for EOS and ICON (Dawn Newspaper's in-paper weekly magazines, with a circulation of over 380,000) and Aurora Magazine (A bi-monthly publication, Pakistan's leading advertising, marketing and media magazine.
- Illustrations and GIFs for Dawn.com (Dawn's online website)
- Supervise graphic designers in our team, as well as sub-contracted illustrators.
- Coordinate production for print and electronic materials with the appropriate departments.

February 2018 – October 2019

Junior Graphic Designer | Xpert Services at the Dawn Media Group

- Develop graphic elements with instruction from the Creative Head, that meets the editors objectives and the overarching brand for Dawn Newspapers. (I designed the layout for the 2019 German Supplement)
- Prepare illustrations, layouts and graphic elements using hand sketching and/or adobe softwares where appropriate.
- Work in a multidisciplinary environment with editorial staff, photography department and other stakeholders.

EDUCATION

Master of Design (Interaction)

Emily Carr University of Art + Design

September 2021 – May 2023

Bachelor of Design (Communication Design)

Indus Valley School of Art and Architecture

January 2014 – December 2017

AWARDS AND ACHIEVEMENTS

2023

WA Architects Ltd Master of Design Graduation Award – Honourable Mention | ECUAD

2022 – 2023

Graduate Representative, Student Union | ECUAD

Undergraduate thesis work displayed at

- 'Art Book Depot' Jaipur, India (2020).
- 'Focal Point 2019' UAE (2019)

Undergraduate thesis work displayed at & published in

- Hamazor | Publication by the World Zoroastrian Organization (2019)
- Design Thinking for Schools: Ethical Dilemmas (2019)

2017

Founders Award | IVS

Awarded in recognition to the graduate who most closely reflects the philosophy of the School as envisaged by the founders.

2017

Distinction at Graduation | IVS

2017

Agha Hassan Abedi Award | IVS

Awarded for demonstrating a high level of compassion, humility & generosity towards their fellow human beings, & the environment they live & work in through their design in the department of communication design.

PROFESSIONAL EXPERIENCE (CONTINUED)

September – November 2018

Fellow of the Cross Culture Program | Institut FÜR Auslandsbeziehungen

Worked at Mosaik de Abrafaxe in Berlin–Germany’s oldest and most widely circulated comic book company

- Layout and Design work for “Mosaik” and “Zack” (The company’s Monthly Comic Book and Monthly Magazine respectively)
- Designed and illustrated: posters, merchandise, posts and products for Mosaik’s online store and activities for children attending the company’s open house day

September 2017 – November 2017

Graphic Executive | AzCorp Entertainment

- Social media posts
- Children’s game App Design

July – August 2017

Intern | Mullen Lowe and Rauf - Multinational Advertising agency

July – August 2016

Intern | 18% Grey - Photography Agency

June – July 2016

Intern | Ogilvy and Mather - Multinational Advertising agency

2014 – Present

Freelance

Some work includes:

- Design & Social Media for The 12th World Zoroastrian Congress
- Social Media for the World Zoroastrian Organization
- Editorial Design for *The World of Parsi Cooking: Food Across Borders*
- Illustration for the FEZANNA Journal

CONFERENCES, WORKSHOPS & COURSES ATTENDED

RGD Design Educators Conference, Vancouver (2023) | RGD Design Thinkers Conference, Vancouver (2022) | Attendee

RGD Design Educators Conference, Vancouver (2022) | Volunteer

World Zoroastrian Congress, New York City (2022) | Co-Chair, Design Lead & Volunteer.

Digital Storytelling ‘Far away so close’ by Socialvisions and Educational + Cultural Center (2020) | Online

Adobe 99U Conference (2020) | Online

Communicating Culture with Integrity Workshop by Geoffrey Wexler (2019) | Karachi, Pakistan

User Experience Design Essentials by Daniel Walter Scott (2019) | Online course

Dynamic Font Day (2018) | Munich, Germany

Workshops with Jane Austin + Ice Animation, National Digital Design Conference (2017) | Islamabad, Pakistan

Comic Book Workshop held at the German Consulate (2014) | Karachi, Pakistan

AWARDS AND ACHIEVEMENTS (CONTINUED)

2017

Dean’s List | IVS

2017-2015

Honours List | IVS

MEMBERSHIP

2022 – Present

Association of Registered Graphic Designers

2022 – Present

Design Professionals of Canada

2017 – Present

Honorary Membership

Indus Valley School of Art and Architecture Society

VOLUNTEER WORK

2023

Emily Carr University Grad show

2022

Registered Graphic Designers

2022

Design lead & Social Media Manager
8th World Zoroastrian Congress

2022

Juror for 4th year Communication Design
Indus Valley School of Art and Architecture

PRESENTER

2023

MDes & MFA Orientation by alumni
Emily Carr University of Art + Design

2022

International Master of Design Research Forum (co-hosted by ECU)
Emily Carr University of Art + Design

2021

‘Importance of Editorial Design’
Indus Valley School of Art and Architecture

SOFTWARES

Adobe InDesign • Adobe Illustrator • Adobe Photoshop • Adobe XD • Adobe After Effects • Adobe Lightroom • Adobe Premier • Microsoft Office • Zoom • Canva • Slack • WordPress • Premiere Pro • HTML • CSS • Javascript

LANGUAGES

English

IELTS Academic - 7.5

Urdu

Spoken & Written

Gujarati

Spoken