

SHUMYLE HAIDER

(314) 904-0456

shumyle@outlook.com

[Shumyle.com](#) [LinkedIn](#)

[Instagram](#) [Behance](#) [Issuu](#)



WORK EXPERIENCE

Freelance Brand Designer

Remote, 2016 – Present

Performed market/competitor research, developed brand strategies, and produced visual solutions for B2B products as well as Retail CPG. Designed brand identity systems, brand standards, product packaging, digital marketing assets, and merchandise collections.

Image Processor

TL;DR Zine Archive & Exhibition, St Louis. 2022

Processed 75 scanned zines for print and web
Color correction, background removal, formatting.

Lead Graphic Designer

Puffball Studio, Lahore. 2019 – 2020

Custom typefaces, lettering, interfaces, logos, icons, and posters for an animated short film.
Social media invites and PR Package.
A 40+ Pg, illustrated companion piece for the film.
Voice acting for 5 characters.

Illustrator & Graphic Designer

Shehri Pakistan, Lahore. 2018 – 2020

Children's book illustrations.
Art Direction and character designs for animations.
Visual identity design.

Visiting Faculty

PIFD, Lahore. 2018 – 2018

Visiting faculty member for a foundation level design course at Pakistan Institute of Fashion and Design.

Graphic Designer

Happa Studios, Lahore. 2017 – 2018

Branding and illustration projects for print and social media PR.

TEACHING EXPERIENCE

Adjunct Lecturer at WashU. Aug. 2023 – May 2024

Served as an adjunct faculty member for an undergraduate level course.

Adjunct Lecturer at STLCC. Jan. 2024 – May 2024

Served as a lecturer for two college level design courses at St. Louis Community College.

EDUCATION

MFA Illustration & Visual Culture

Washington University in St. Louis. 2023

B. Des Communication Design

BNU, Lahore, Pakistan. Class of 2017.

Graduated with Honors.

SKILLS

Graphic Design

Visual Identity Design, UI/UX, Packaging Design, Typography & Lettering, Poster Design, Title Design, Social Media Design.

Image Processing

Color Correction, Formatting, Upscaling, Photo manipulation, Prop Design.

Illustration

Editorial, Mascot Design, Character Design, Style Frame, Vector, Editorial, Spot, Thumbnailing, Book Cover and Interior, Comics.

Storytelling

Conceptualising, Character Writing, Story Writing.

3D Modelling

Character Modelling, Rigging, Environment Modelling, Lighting, Camera Framing, Rendering.

Tools

Adobe Creative Suite, Figma, Procreate, Maya.

AWARDS & PUBLICATIONS

Sam Fox Ambassadors Graduate Fellowship

Washington University in St. Louis. 2021

The McDonnell Scholars Academy Scholarship

The McDonnell Scholars Academy. 2021

Shambles Comix. 2023

MFA Thesis Project, 40 page Comic Book.

A Design Student's Guide to Urdu Type. 2017

B.Des Thesis Project, 60 page instruction manual.