

Curriculum Vitae Maria Riaz
Date of Birth: June 20th 1984
Marital status: Married
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Nationality: Pakistani
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Professional Summary: An illustration artist turned author acquiring vast local and international exposure to art, design and education. Diversity has been a motivating factor to explore innovative forms of art, design and teaching methodologies. Core ambition is to be a socially responsible professional to inculcate the ambition of giving back to the community in the younger generation.

Qualifications :

- Bachelor of Design (Textiles), National College of Arts, Lahore, Pakistan. (2003-2007)
- Master of Multimedia Arts (Animation), National College of Arts, Lahore, Pakistan. (2010-2012)
- Short Course (Materials, methods and concepts), Rhode Island School of Design, Providence, USA. (June-August 2014)
- Short Course (Digitally Printed Fabrics), Rhode Island School of Design, Providence, USA. (June-August 2014)

Career History:

Publications (2019-present):

As an Illustration Artist:

- *Bachay kahan hain? and Qudrat k haseen nazaray series including four books Patay, Phool, Parinday and Darakht* by Aliflaila & IBBY publications.
- *Khwabon ki basti/Guardians of Dreams* by The Asia Foundation (Let's Read).
- *A special Garden/ anokha bagh* by Children's Literature Festival
- *Nothing like Home* by Definez.
- *Changemaking Intelligence* by YES Network Pakistan.
- *Going back to School, Celebrating Grandparents and Welcoming Joy* by Aga Khan University.
- Series of *Women Scientists posters* by Science fuse.
- *Tiny Drops of Kindness* by Sally Sun (available on amazon)
- *The seek and find trip of your life* by Amanda Bluefield (available on amazon)

As an Author & Illustration artist:

- *Our Superhero Edhi Baba* by WHY Books Pakistan (available Amazon)
- *Qarantina mein Jeena/ Green in Quarantine* by The Asia Foundation (Let's Read).
- *Our Literature Festival/ Hamara adabi jashan* by Children's Literature Festival.
- A series for adolescents *Mahol Sahelian (Climate Justice League)* including three books *Sabz Bagh, Pahar sa Kaam and Nayya Paar* by Pakistan Learning Festival.

1st January 2019- Present CEO WHY Books Pakistan (self employed) WHY Books(We Hear You):

Designed and Published 2 books traditionally and on amazon as well i.e *Our Superhero Edhi Baba* written and illustrated by Maria Riaz and *ABC's of Pakistan* written by Marzieh Abbas and illustrated by Michile Khan. Upcoming books are Bilquis Ami's garden. Collaborated with *Leisure Club* to incorporate Edhi Baba illustrations in children's merchandise.

December 2011- 1st June 2018 Assistant Professor Pakistan Institute of Fashion and Design, Lahore, Pakistan.

- Foundation year studies: Semester 1 & 2: Shaping 1&2.
- Department of Textile Design:
Semester 3 & 4: Textile CAD (product illustrations, product visualization and mappings), Colors, Basic Drawing, Print technology.
Semester 5: Print Design, Drawing for Design.
Semester 7 & 8: Research Project, Final collection concept, research and Drawing, textile construction, product development and display.

A communication team member and Daycare committee member throughout the tenure.

2009-2010 Art Director Photoreal Pixels Studio, Lahore, Pakistan

As an Art Director for Portfolio development, presentation ideas, editing of final renders and texture development for models. Supervision of overall aesthetic value of the visuals.

2008-2009 CG Artist Anivista Animation Studio (Systems Limited), Lahore, Pakistan.

As a CG artist working on story development, storyboards, animation design, concept art, editing of final renders and texture development for models.

2007-2008 Fashion Designer for Casual wear line. Chinyere by Bareeze (SEFAM Pvt.Ltd)Lahore, Pakistan My duties were to design complete outfits with color options and manage its production, display and promotional photo shoots. Development of patterns in print and embroidery with technical drawings and material selection.

Trainings/ Sessions/ workshops conducted:

- Conducted an Illustrator workshop: (Create manually & edit digitally) for two days at Booklatan Maguindanao Philippines on 11-12 November, 2021
- As a speaker at Seminar: International children books with local content at SICC Malaysia on 3rd December 2021
- 30th July 2018- 11th August 2018 Master Trainer (resource person) Technical Education and vocational training authority (TEVTA), Punjab, Pakistan 02 Weeks Training OF Trainers/Skill up Gradation Training Program in Textile & Fashion design for teaching staff of TEVTA from 30-07-2018 to 11-08-2018 held at GSTC Dev Samaj road, Lahore, Pakistan.
- Storytelling sessions at Kitab Gari by CLF in LSK schools Lahore, LGS 39-main Gulberg Lahore, Alif Laila Library Lahore, Children Library complex Lahore, The City School Rawalpindi,

SOS Muzaffarabad, CLF Islamabad, Beacon House Clifton Karachi, CLF Pakistan, Treehouse school Islamabad, CLF gilgit, IEI Pakistan, The Beginnings School Muzaffarabad, Aga Khan School Khaardar Karachi.

- A jury member and mentor at CLF Young Author Award 2019-2020

Workshops attended:

- Attended Youth-led change making and Social entrepreneurship training of 3 days as a PIFD faculty member organized by British Council and YES foundation on campus (2018).
- 2 days Indonesian Batik workshop in PIFD by Indonesian instructors (2013)
- Participated in ITFS animated film festival as an independent filmmaker in Stuttgart, Germany and attended game/sound design workshops/tours during the festival in 2012.
- Attended OSALP one day workshop in Lahore, as an employee of SEFAM in 2007.

Other Credentials:

- Digital expertise: Adobe Photoshop, autodesk sketchbook, use of graphic pen tablet and development of silk screen separations, technical drawings, illustrations, animations, editing and composting of videos.
- Hand skill (observation and imagination based drawings): Oil painting, watercolor, pencil work, collage work, mixed media art, silk painting, silk screen printing, experimental embroidery, felt making.

Awards/ Achievements:

- Awarded Sadequain Pride of Performance Award in the category of illustration in 2021 by 101 Artists of Pakistan.
- Nominated for the category of Best Children's Literature (english) in 9th UBL Literary Awards 2019.
- Awarded Distinction in 2012 for Master of multimedia arts NCA. Entitled on Principal's Roll of Honor list in convocation 2016 for scoring highest in the thesis year of Master of multimedia arts NCA.
- Our Superhero Edhi baba is a part of WOWLIT catalog University of Arizona..
- Media coverage regarding writing and illustrating the book "Our Superhero Edhi Baba" at BBC Urdu, BBC UK radio Leeds, Voice of America, HIP in Pakistan, Samaa TV, The Express Tribune, Ary news.tv, PICS Sweden and Propakistani. Some of the media coverage links are attached below:

<https://m.youtube.com/watch?v=aR5pbQFf7qE&feature=youtu.be>

https://www.youtube.com/watch?v=m2FtGVw_vww

<https://trending.pk/2019/06/new-illustrated-book-for-kids-tell-them-about-edhi-pakistans-real-life-superhero/>

Reference:

- References will be provided on request.