

DR. AYAZ MUHAMMAD HANIF

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EXPERIENCE

1: TEACHING EXPERIENCE:

MARCH 2021 – TILL DATE

ASSISTANT PROFESSOR, SCHOOL OF DESIGN ART and ARCHITECTURE TECHNOLOGIES, HARIPUR | KPK

Sr#	Course Taught	Program	Foundation/Core/Specialization
1	Programming Fundamentals	Undergrad	Foundation
2	Fundamentals of ICT	Undergrad	Foundation
3	Applied Game Design	Undergrad	Core
4	Introduction to Digital Media	Undergrad	Foundation
5	Information Design Studio III & IV	Undergrad	Specialization
6	Web & App Design	Undergrad	Core
7	Entrepreneurship	Undergrad	Foundation
8	Digital Tools	Undergrad	Core

SEPTEMBER 2020 – MARCH 2021

ASSISTANT PROFESSOR, DEPARTMENT OF COMPUTER SCIENCE, UNIVERSITY OF SIALKOT.

Sr#	Course Taught	Program	Core/Specialization
1	Mobile Application Development	Postgrad	Core
2	Advanced Operating Systems	Postgrad	Core
3	Human-Computer Interaction	PhD	Specialization

2: ADMINISTRATIVE EXPERIENCE:

MARCH 2021 – DECEMBER 2021

Served as a HEAD OF DEPARTMENT, DEPARTMENT of DESIGN, MEDIA and DIGITAL TECHNOLOGIES, HARIPUR
| KPK

OCTOBER 2020 – MARCH 2021

DIRECTOR – BUSINESS INCUBATION CENTER, UNIVERSITY OF SIALKOT

3: PROFESSIONAL EXPERIENCE:

2020 – TILL DATE

GRAPHIC DESIGNER, AHSYA FASHIONS LIMITED, DROGHEDA – IRELAND

2013 – TILL DATE

CREATIVE ART DIRECTOR, IDEVELOPERZ, ABBOTTABAD – PAKISTAN

2015 – 2017

UI/UX, DENTLET, AALBORG – DENMARK

2017 – 2022

SENIOR DESIGNER, MJQ Delivery Services LLC, DUBAI – U.A.E

2012 – 2019

CG ARTIST, LANDFORCE MEDIA, PORTLAND – USA

4: ENTREPRENEURIAL EXPERIENCE:

CEO

IDEVELOPERZ

2012 – Ongoing ABBOTTABAD | PAKISTAN

Founded a software house specializing in custom web and mobile application development, growing it from a small startup to a team of 5 developers and designers, and securing contracts with several international companies.

CEO

IDEZIGN

2020 – Ongoing SIALKOT | PAKISTAN

Founded and successfully scaled a custom sports apparel business, leveraging innovative design capabilities and strategic partnerships to export high-quality, bespoke sports attire to international markets.

Led a dynamic team of designers and manufacturers in the export of custom-designed sportswear, establishing a global client base and expanding market reach by 50% within two years through effective branding and targeted marketing strategies.

OWNER

THE FOOD COURT

2022 – Ongoing HARIPUR | PAKISTAN

Founded and successfully operated a trendy cafe in a developing rural area, achieving a 30% year-over-year revenue growth by curating a unique menu, fostering a welcoming atmosphere, and leveraging social media marketing to build a loyal customer base.

EDUCATION

2020

PhD IN DESIGN: Shanghai Jiao Tong University – China

2015

MS PROJECT MANAGEMENT: Comsats University Islamabad – Virtual Campus

2011

BS IN TELECOMMUNICATION & NETWORKING: Comsats University Islamabad – Abbottabad Campus

PRODUCTS

Product Name	Market Name	Year
1. Designer Resume cum Cover Letter, Recommendation Letter, Envelope & Folder.	ENVATO Market (Australia)	2014
2. A5 Catalogue (Multipurpose)	ENVATO Market (Australia)	2014

PROJECTS

Project Title	Country	Year
1. Flash Banners	United Kingdom	2012
2. Web Development	United States	2013
3. Setting Up an Affiliate Plan	United Kingdom	2013
4. Simple Twitter App	United States	2013
5. Application Installed on New Site	United States	2013
6. Graphic Word	United States	2013
7. App Design	United Kingdom	2013
8. Design Work	United States	2014
9. Graphic for Website	United Kingdom	2014
10. SaaS Project	United States	2014
11. WordPress Template Design	United States	2014
12. Flyer & Brochure Design	United States	2014
13. Floor Plan and Façade Design	United States	2014
14. PSD to HTML	United States	2014
15. Graphic Designer	Hong Kong	2015
16. Banners Design	Denmark	2015
17. Posters Design	United Kingdom	2015
18. Brochure and Product Design	Germany	2015
19. WordPress Functionalities and Design	United States	2015
20. Branding	United States	2016

21. Book Graphic Illustrations	United Kingdom	2016
22. Web Design	United States	2016
23. App and Logo Design	Australia	2016
24. Sportswear Designs	Australia	2021
25. Pets Wear Design	Australia	2021
26. Hoodies Design	Australia	2021
27. T-Shirt Design	Australia	2021
28. Hoodie & T-Shirt Design	Australia	2021
29. Adobe Illustrator and Adobe Aero Project	Ireland	2022
30. A5 Multipurpose Catalogue	Ireland	2022
31. Branding	Ireland	2022
32. Design a Glass Bottle with Label	Ireland	2022
33. HCG Game Design & Development	Pakistan	2022
34. E-Commerce Web Design (PKR 0.5M)	Pakistan	2023- 2024
35. App Design, Social Media Campaign Design (PKR 0.350M)	Pakistan	2023- 2024
36. Point-of-Sale (PKR 0.8M)	Pakistan	2023- 2024
37. E-Commerce Web Design (PKR 0.25M)	Pakistan	2023- 2024
38. App Design (PKR 0.25M)	United Arab Emirates	2023- 2024
39. Web & App Design (PKR 0.3M)	Pakistan	2023- 2024
40. Fashion Design Project (PKR 10M - in process)	UNHCR	2024

AWARDS and HONOR

1. **3rd Position** in “The 3rd Scientific Design International Forum” at Shanghai University of Engineering Science - **China** 2022
2. **3rd Position** in “The 4th Scientific Design International Forum” at Shanghai University of Engineering Science - **China** 2023

SKILLS

- ADOBE SUITE
- DIGITAL ILLUSTRATION
- BRANDING
- 3Ds MAX
- BLENDER
- ANIMATION
- PROGRAMMING

AREAS OF INTEREST AND EXPERTISE

- GRAPHIC DESIGN
 - DIGITAL PAINTING
 - 2D & 3D ANIMATION
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- GAME DESIGN
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RESEARCH INTEREST

- GAME-BASED LEARNING
 - EDUCATIONAL TECHNOLOGY
 - INTERACTIVE LEARNING ENVIRONMENT
 - HUMAN-COMPUTER INTERACTION
 - AUGMENTED REALITY
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EXHIBITIONS

1. Digital Painting at Abasin Arts Council Peshawar 2022
 2. Digital Painting at PAF-IAST 2022
 3. Augmented Reality Work at PAF-IAST 2022
 4. Poster Design for Inter-University Consortium for the Promotion of Social Sciences, Arts and Humanities (IUCPSS), Technology Times and Pakistan Nuclear Society (PNS) 2022
 5. "Freedom of Fear", Pelican Art Gallery - Bahawalpur 2023
 6. TERAVARNA "Honorable Mention Award in Animal" – International Juried Art Competition – **United States** 2023
 7. TERAVARNA "Finalist Award in Landscape" – International Juried Art Competition – **United States** 2023
 8. IWS SOGOL Art Café Gallery "Color Paint" – **Iran** 2023
 9. Future Designer International Innovation Design Awards (IIDA) – **UNESCO** 2023
 10. Pix's Spring Equinox Exhibit "Whispers of Sunlight in Nature's Embrace" – **United States** 2024
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WORKSHOPS

1. FACHHOCHSCHULE Teaching and Management (FH JOANNEUM) - **AUSTRIA** 2021
 2. Capacity Building of Academic Leadership in Advance Research (**USEFP & KUST**) 2022
 3. Training Course on 3D Bioprinting: hands on Practice from Bioink Design to Tissue Construct as a **Trainer** 2023
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CERTIFICATIONS

1. Training of Teachers Program – Mindstorm Studios – **PAKISTAN** 2022
2. Agent-based Generative Art – **Coursera** 2023
3. Concept Art for Video Game – **Coursera** 2023
4. Extended Reality – **Coursera** 2023
5. Graphic Design in Adobe illustrator – **Coursera** 2023
6. Motion Graphics using Adobe illustrator – **Coursera** 2023
7. Training Course on Applications of Virtual Reality and Augmented Reality (Virtual Session) – **KOREA** 2024

CONFERENCE and INTERNATIONAL FORUMS

1. The 3rd Scientific Design International Forum” at Shanghai University of Engineering Science – China as a **Reviewer** 2022
2. The 4th Scientific Design International Forum” at Shanghai University of Engineering Science – China as a **Speaker** 2023

PUBLICATIONS

1. The Impact of Game-Based Learning (GBL) On Learners’ Academic Performance, Social Skills, and Academic Emotions in Computer Studies. – **International Journal of Learning Technology** 2024
 2. Productivity in the Virtual Office: Unpacking the Role of Digital Tools and Work-Life Harmony – **International Journal of Social Science & Entrepreneurship** 2023
 3. A Moderated Mediation Model of Emotion Regulation and Work-to-Family Interaction: Examining the Role of Emotional Labor for University Teachers in Pakistan – **SAGE Open** 2022
 4. Comparative Analysis of Information Retrieval Models on Quran dataset in Cross-Language Information Retrieval systems – **IEEE Access** 2021
 5. Workplace Violence and Employee Engagement: The mediating role of Work Environment and Organizational Culture – **SAGE Open** 2020
 6. Assessing the Impact of Workplace Design on Employee Productivity: A Case Comparative Study of University Libraries in China and Pakistan – **IPMA Journal** 2020
 7. An Analysis of Project Cost Estimation Techniques of KPK Software Industry – **IPMA Journal** 2018
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THESIS EVALUATED AS EXTERNAL EXAMINER

1. Pashtu Text Sentiment Analysis Using Deep Learning Model – **Pak-Austria Fachhochschule: Institute of Applied Sciences and Technology** 2024
 2. An Intelligent Application to Evaluate User Satisfaction at Real-Time for Software Quality Assurance – **UNIVERSITY OF SIALKOT** 2022
 3. DNA and Cellular Automata-Based Trustworthy Cryptographic Algorithm – **UNIVERSITY OF SIALKOT** 2022
 4. Development of a Secure Birth Registration and Identity Management Model Using Blockchain – **UNIVERSITY OF SIALKOT** 2022
 5. Usability and Design Issues of WhatsApp for Older Adults – **UNIVERSITY OF SIALKOT** 2022
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