

Name: Noor Dawood
Designation: Associate Professor (Faculty of Art & Design Department)

Qualification: Masters in Design Marketing and Merchandising- AIFD (2015)
Bachelors in Fashion Design -AIFD (2014)

Email:
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Profile:

Noor Dawood has more than 9 years of experience working in different industries in Pakistan. She started her career in fashion and worked with top Fashion Couture Designers and Textile companies in the city. She has not only served fashion but her vast experience working with MNC brands has led her to diversify her career. She has also worked as a Business Consultant and PR Manager for top Textile and Fashion brands. Moreover, her experience in academia started when she found a passion for teaching after her graduation and wanted to share her knowledge of industry real time education with the students. She has enhanced her skills in pattern making and draping while teaching at a fashion university. She has always believed that the art of design and apparel has led her quite frequently to share her skill- set with students and professionals alike.

Research Interest

Fashion Marketing & Merchandising
Sustainable Fashion
Digitalization Fashion

JOURNALS and PUBLICATIONS WITH IMPACT FACTORS.

In progress

Academic Experience

- 1- PROGRAM MANAGER & ASSOCIATE LECTURER
AUGUST 2018 – MARCH 2022
- 2- TA FOR FASHION DEPARTMENT - AIFD JUNE 2014 - DEC 2015

Corporate Experience

- 1- FREELANCE CREATIVE CONSULTANT
KEYS PRODUCTIONS-

EVENTS AND PR
KARACHI
AUGUST 2019 – MARCH 2022

2- SENIOR MANAGER STRATEGY AND BUSINESS DEVELOPMENT
IEDGE.CO
KARACHI
SEP 2017 – AUG 2018

3- CREATIVE MARKETING AND BRANDING LEAD
CODEIT COMPANY (PAKISTAN)
OUT OF BOX LTD. (LONDON)
KARACHI
JULY 2016 – SEP 2017

4- FASHION DESIGNER MEN AND KIDS DESIGN STUDIO
KAPRAY [NOV 2015 – JUNE 2016]

5- ASSISTANT DESIGNER PRÊT , SEMI - FORMAL & BRIDAL
RUBY SHAKEL [DEC 2012 – MAY 2014]

6- ASSISTANT DESIGNER HAUTE COUTURE
TABASSUM MUGHAL [OCT 2011 - NOV 2012]

7- ASSISTANT DESIGNER & STYLIST
NEUTRAL (FREELANCE) [FEB 2011 - DEC 2011]

HIGHEST ACHIEVEMENTS

- 2 MILLION SALE LOCKED WITH SUB BRANDS AT ABBOTT - IEDGE APRIL 2018
- LAUNCHED WORKSHOPS ON FASHION STYLING AND MAKEUP & HAIR - CODE IT COMPANY 2017
- FASHION STYLING PROJECTS FOR FATEH GROUP TEXTILE DIVISION-2019