

# ALIA CHUGHTAI

## PROFESSIONAL EXPERIENCE

July 2013 – present

### Senior Interactive Producer – Al Jazeera English Online

Taking developing stories and complex narratives and breaking them down into visual journalism for the web site, working alongside editorial staff - specializing in election infographics and interactives, and enhancing the storytelling in formats that increase web and social media traffic. Based from Karachi - on the Pakistan/Sub-Continent desk.

Jan 2014 – September 2017

### Head of Digital – Dawn Media Group [DawnNews TV]

Developing and maintaining a style guide and rebranding Dawn TV, redesign to reflect the editorial policy, overseeing broadcast design, real time graphics, set design, on and off screen promotions, all print, web and social media outputs in conjunction with product development, marketing and editorial teams.

May 2012 – July 2013

### Head of New Media – Dawn Media Group [dawn.com] (Karachi Pakistan)

Responsibilities include up gradation of design and development of dawn.com, convergence of newsrooms and interactivity of editorial between newspaper, TV, radio and online in to a single output online. Create in-depth editorial content to enhance the content of the portal, and oversee all marketing campaigns. In addition to bring all DMG publications aside from the newspaper also into web to create stronger revenue models, train newspaper staff into handling CMS enabled systems for human resource efficiency.

June 2011 – July 2013

### Freelance Creative Director

Hotel Margala, Nabila, MBLM Dubai, The Green Center, qcasecoaching.com, heliumme.com, Al Jazeera English: Syria Interactive, Citizens Archive Pakistan

Setting up brands, identity development, online presence, cost effective creative solutions for TV, radio, web, application development and environmental graphics.

December 2006 – June 2011

### Head of Creative – DawnNews (Karachi, Pakistan)

Aurora Broadcasting Network/Dawn Media Group

Part of the launch team for Pakistan's first English Language news and current affairs television channel. Established the brand and defined the creative strategy. This included creating all identities and guidelines from scratch, and implementing creative material across all three bureaus and the respective out station packaging.

Responsibilities:

- On Screen Design – Animation – Post Production – Real Time Graphics
- Day to day news presentations – Corporate Brand Development
- Program/Product identity, packaging & promotional material on-air, print and in radio
- Over seeing all ATL and BTL collateral and advertising with marketing team
- Set Design – Styling – Wardrobe

January 2005 – December 2006

### Art Director – JWT Bahrain (MENA) (Kingdom of Bahrain)

Brands: MTC–Vodafone, Kimberly Clark/Kotex, Saudi Aramco, Arcapita: Riffa Views, Mitsubishi Motors, HSBC, Ahli United Bank, Viacloud, House of Travel

January 2004 – December 2004

### Graphic Designer – Artograph (Manama, Kingdom of Bahrain)

July 2003 – March 2004

### Art Director – 18% Grey (Karachi, Pakistan)

## CONTACT INFO

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pk.linkedin.com/pub/alia-chughtai/2/471/301/

http://www.aljazeera.com/profile/alia-chughtai.html

http://www.dawn.com/authors/135/alia-chughtai

## EDUCATION

August 1999 – May 2003

### Maryland Institute College of Art (Baltimore, MD, USA)

Bachelor's of Fine Arts in General Fine Arts  
concentrations in Graphic Design and Photography  
minor in Politics and Culture

G.P.A 3.69, graduated Cum Laude

C.V. Starr Merit Scholarship – M.I.C.A.

\*ETC ETC

May 2015

### Exhibiting Video Artist

“Dilphaink” at the Alchemy Festival at the Southbank Centre, London

Aug 2010–July 2011

### Visiting Faculty

*Indus Valley School of Art and Architecture*

Taught second year design students a year long course in Experimental Typography. Students had to create original fonts and make brand identities based on them, redesign local English newspapers, recreate typographic elements for broadcast design and understand the history of English and Urdu typography.

– As a jury member for graduating students since 2010

– Thesis jury for post graduate photography program

Aug 2008–2011, 2016–7

### Judge

Promax BDA Arabia and Europe

## AWARDS + PRESS

March 2017

### Silver: Senegal: The Continuous Cycle of FGM

New York Film and TV Festival - Short films

April 2015/2016

### Outstanding Digital Team - AJE

Online Media Awards

April 2015

### “Best of Extremism and Terrorism reporting” Agahi Awards

Interactive explaining the terror networks in Waziristan

May 2014

### Nomination: Outstanding Digital Team/ AJE

Online Media Awards

March 2011

### Silver - Direct (Toronto, Canada)

Ads of the World

### “Wet Newspaper”

A Dawn Relief direct marketing piece for raising funds

March 2010

### Silver - Best PSM (Dubai, UAE)

Promax BDA - ARABIA

### “Rise Pakistan”

40 second promo on celebrating Independence Day in Pakistan

### Finalist - Best News/Factual Promo

Promax BDA - ARABIA

### “The Other Story”

60 second promo on DawnNews' social issues program

### Finalist - Best PSM

Promax BDA - ARABIA

### “Helmets Save Lives”

30 second promo on the importance of wearing helmets

May 2009

### Finalist - Best PSM (Dubai, UAE)

Promax BDA - ARABIA

### “Believe and Make a Difference”

50 second promo on celebrating Independence Day in Pakistan

May 2008

### Gold - Best Interactive Promo (Dubai, UAE)

Promax BDA - ARABIA

### “Vote and Make a Difference”

40 second public service promo at the time of the general election

Dec 2002

### Fire 7– (Baltimore, MD, USA)

Student Poetry Journal of M.I.C.A

Silver Medallist – New York Art Directors Club

Published in AIGA 365 '04