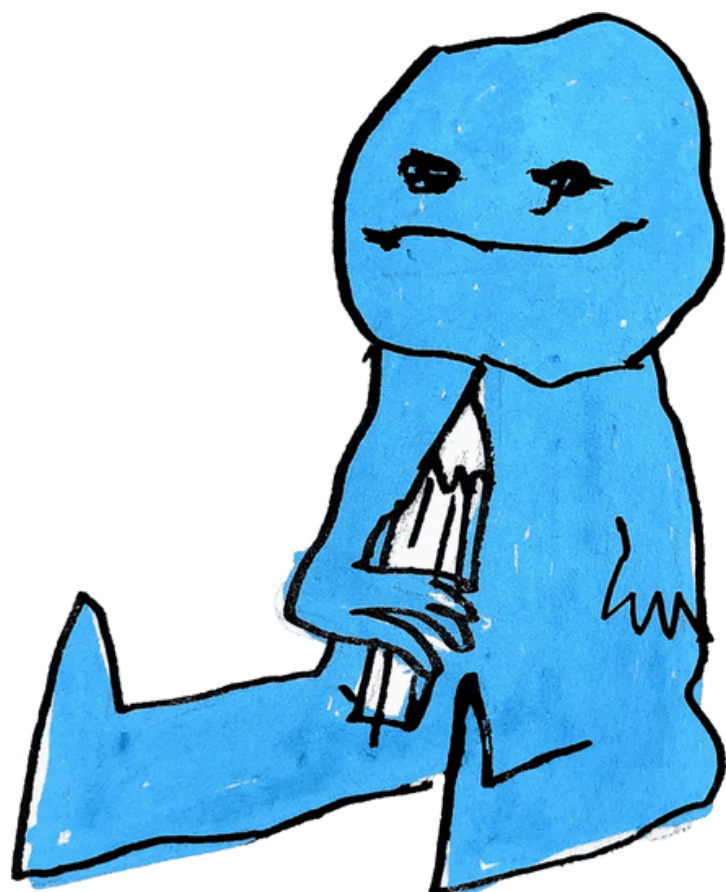


SELECTED WORK BY AREEB RASUL

2020-2026





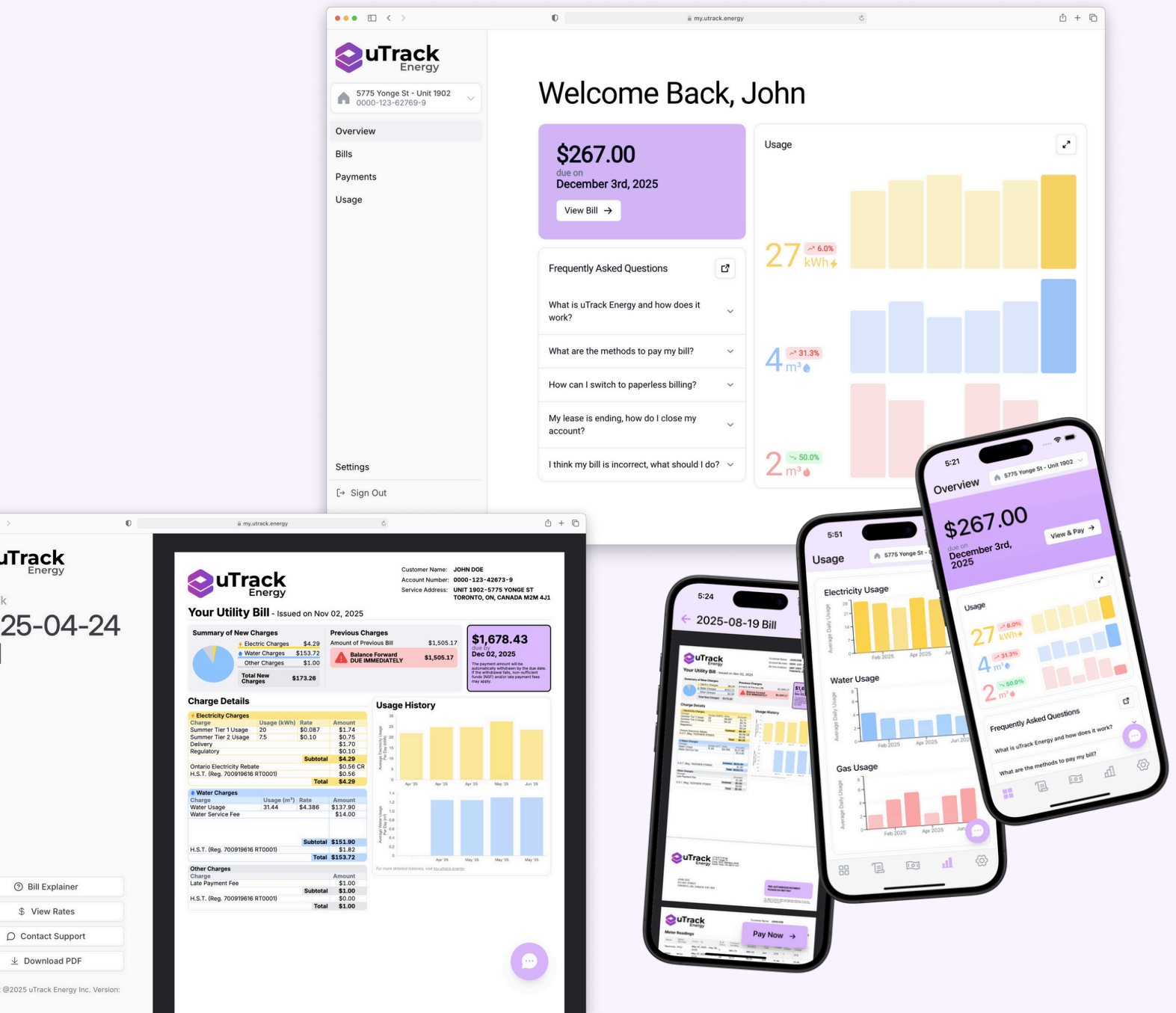
Year 2025

Medium Web & Print Design

Stack Figma, Next.js, Tailwind CSS, GoHTML

Concept As a Product Designer and Engineer at uTrack Energy, I led the end-to-end redesign of my.utrack.energy, a customer-facing platform that allows users to view, manage, and pay their utilities in one place.

Moreover, I redesigned uTrack invoices, improving layout and visual hierarchy to handle complex billing scenarios and support the monthly generation of 1,000+ bills.



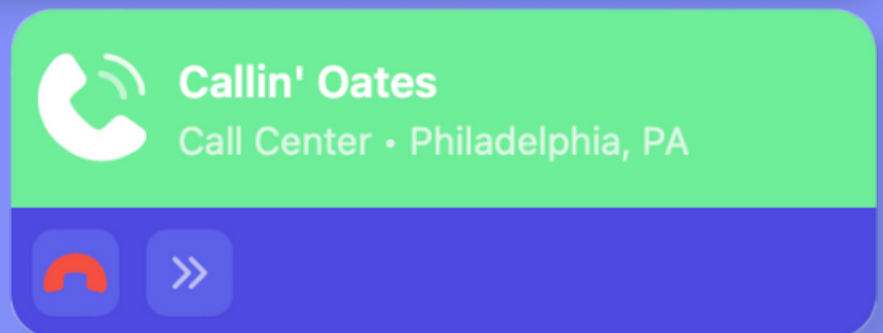
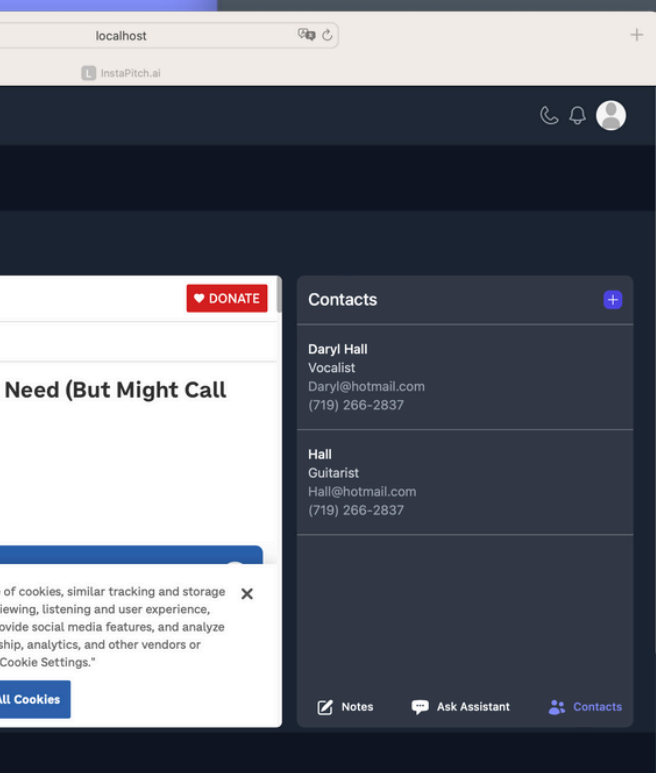
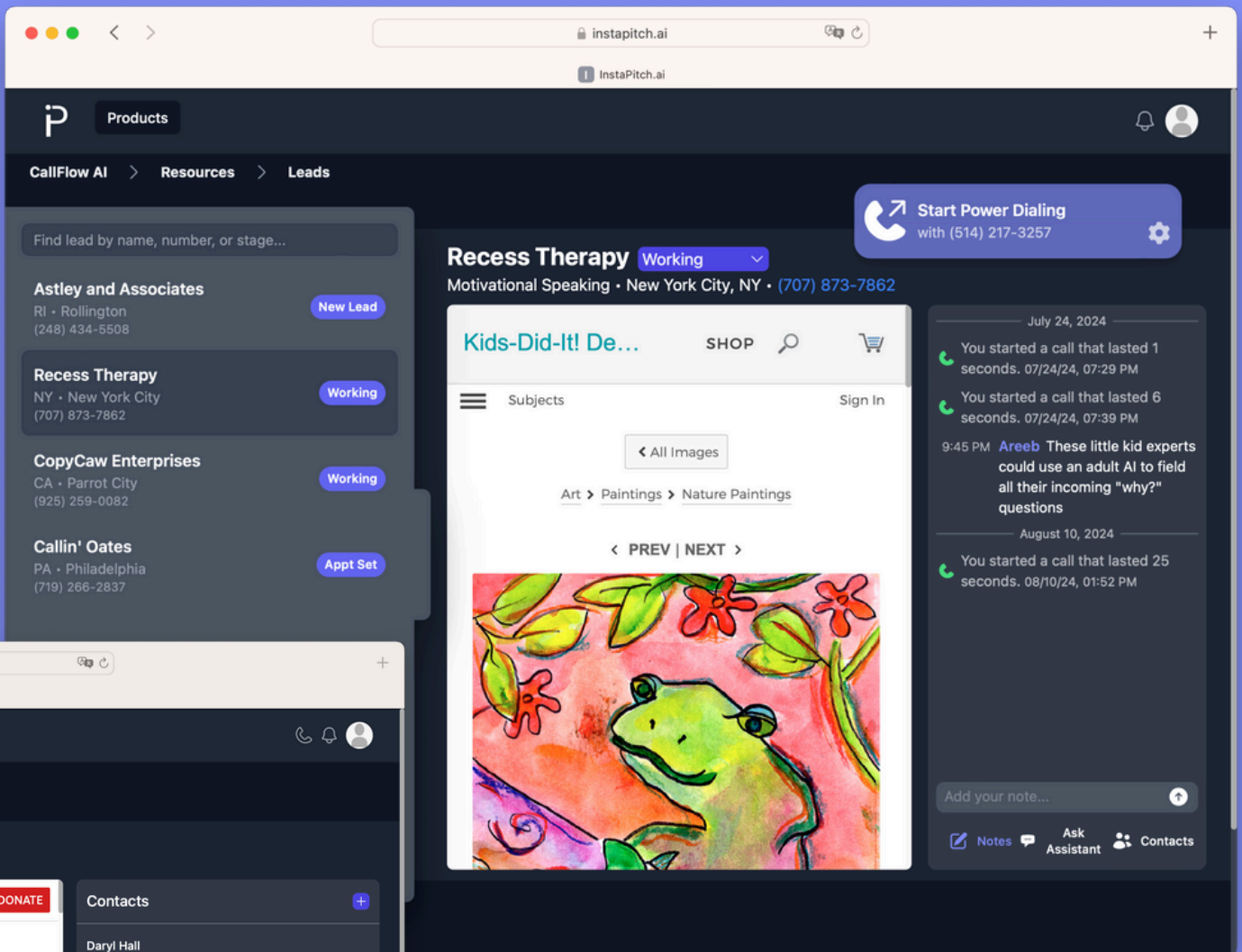
InstaPitch.ai

Year 2024

Medium Web design

Stack Figma, React, Tailwind CSS, Python

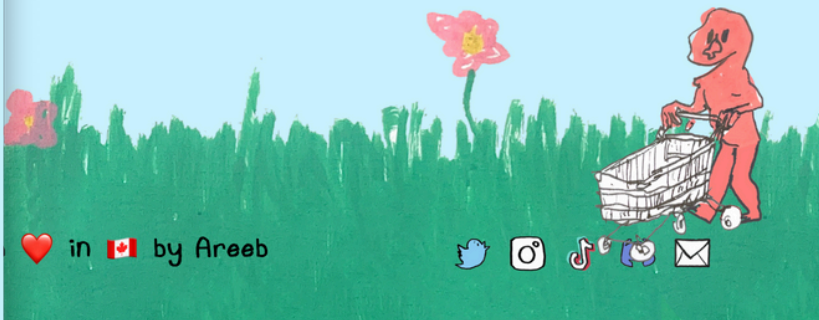
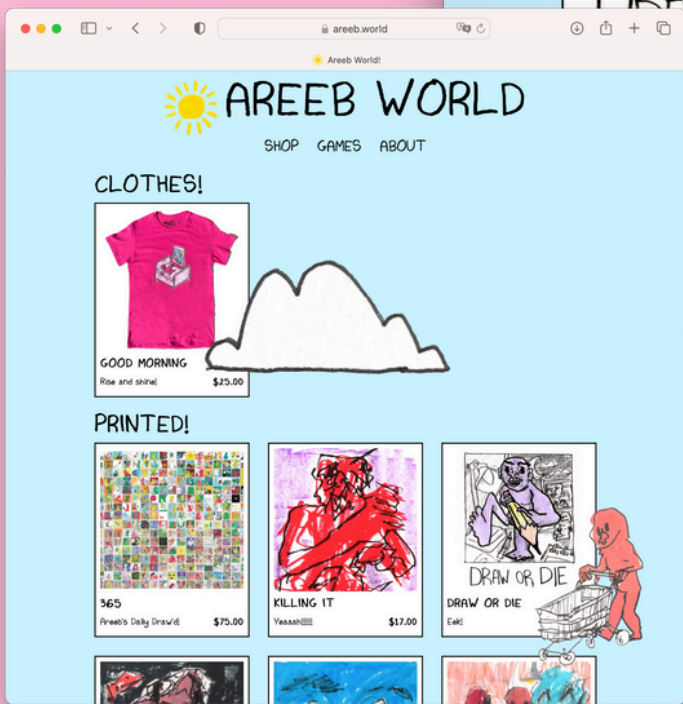
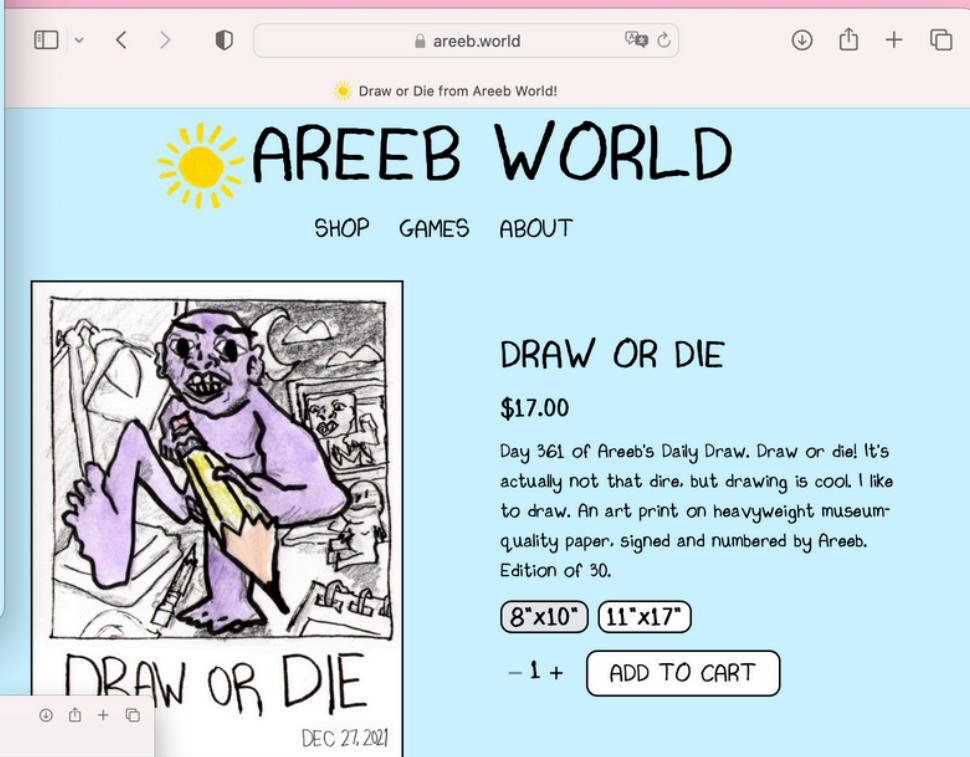
Concept At InstaPitch, as a Product Designer and Engineer, I spearheaded projects including the auto-dialer and CRM redesign, from Figma concept through front-end and back-end development.





AREEB WORLD

Year 2023
Medium Web design
Stack Figma, Next.js, Tailwind CSS, Adobe Photoshop
Concept An interactive and playful online store for my art, designed and developed by me.



Bernice MacNaughton

Mission & Vision Update

Year 2023
Medium Graphic Design
Stack Adobe Illustrator
Concept In my senior year, the principal of my high school approached me to lead the redesign of the school's mission and vision by creating posters, pamphlets, and digital media that align with the school's future goals and aspirations.



AREEB'S DAILY DRAW

Year 2021-2022

Medium Pen, graphite, markers

Concept AREEB'S DAILY DRAW was a daily documentation of my 2021 through drawings and videos.

Although starting as a project for my own improvement, it has garnered more than 12 thousand followers, 500,000 views, and commercial success.



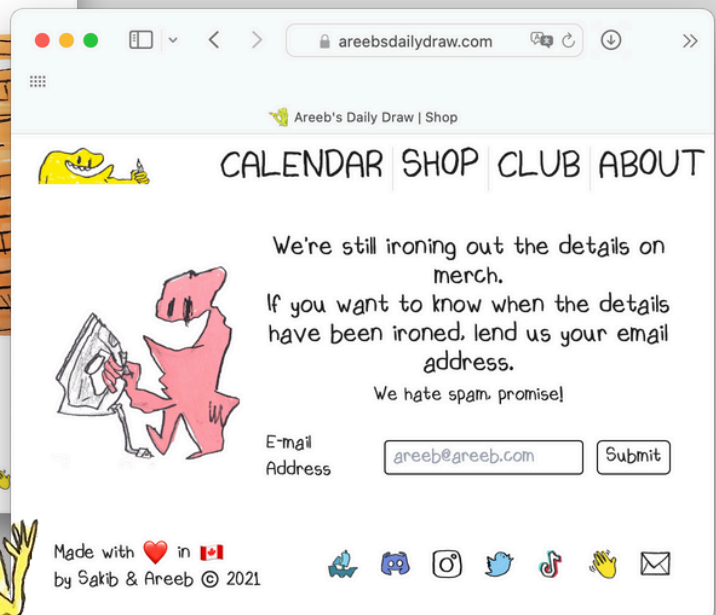
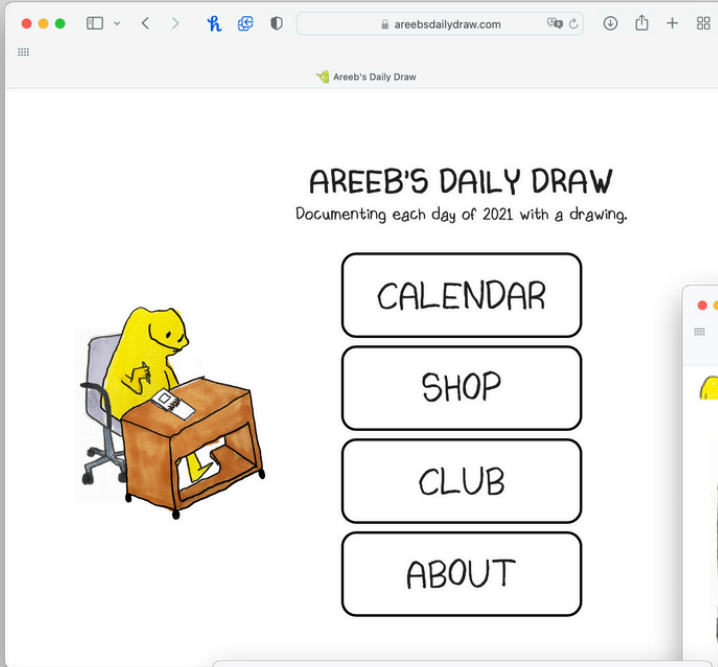
AREEBSDAILYDRAW.COM

Year 2021-2022

Medium Web design

Stack Figma, Next.js, Tailwind CSS, Adobe Photoshop, Adobe Animate

Concept As AREEB'S DAILY DRAW grew, I designed a website to view the drawings, buy digital collectables, and tease future plans.



AREEB'S
DAILY
DRAW.COM



MELK™

Year 2021

Medium Graphic Design

Stack Adobe Illustrator, Adobe Animate

Concept During my time as a freelance graphic designer, I connected with the founder of MELK Clothing and soon after became their graphic designer.





@UWRES COUNCIL NORTH

Year 2023

Medium Graphic Design

Stack Adobe Illustrator, Adobe Animate

Concept While serving as Vice President of Residence Council North, I also created promotional posters for our events, helping attract over 500 students.





SOLUMN LAND

Year 2020

Medium Collage

Size 8.5x11

Concept J.E.H. MacDonald's masterpiece, 'Solemn Land,' recreated using hundreds of magazine clippings.



SELF PORTRAIT (2021)

Year 2021
Medium Fine point pen
Size 11x17
Concept My face made up with thousands of smaller faces.