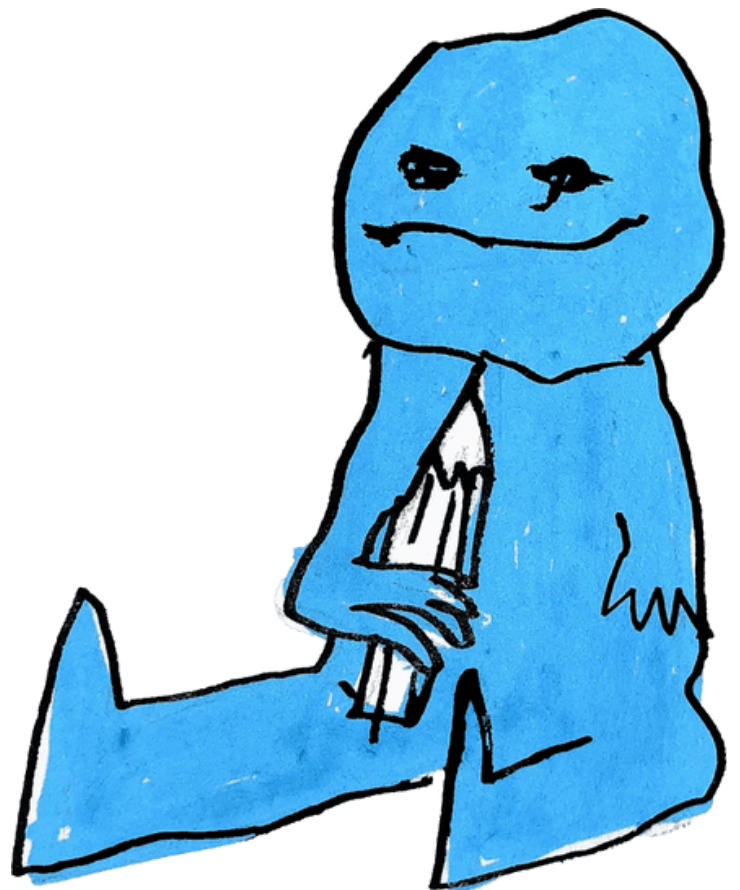


SELECTED WORK BY AREEB RASUL

2020-2024



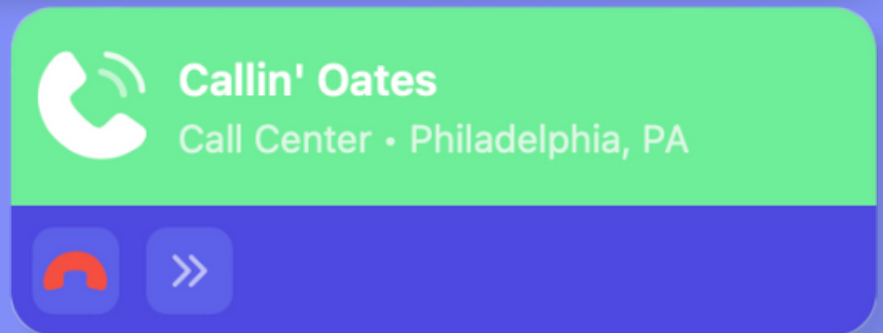
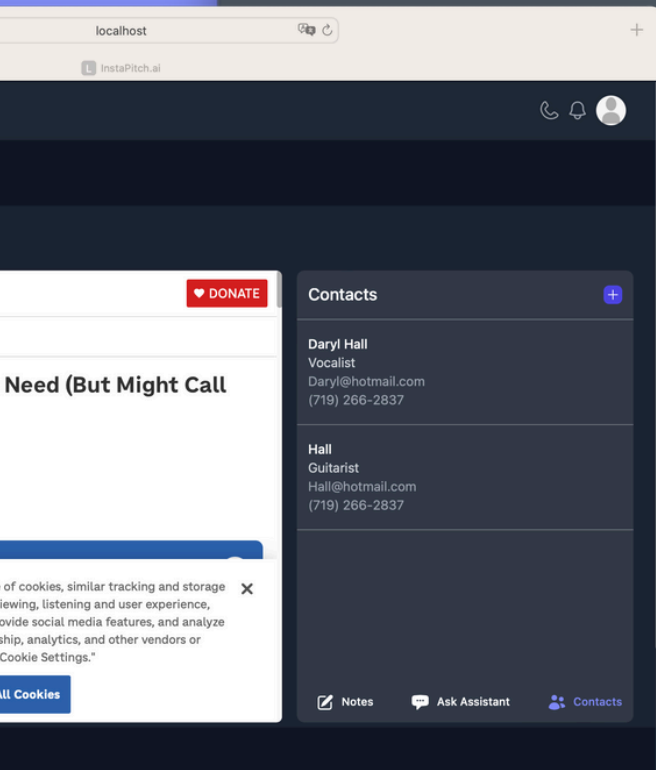
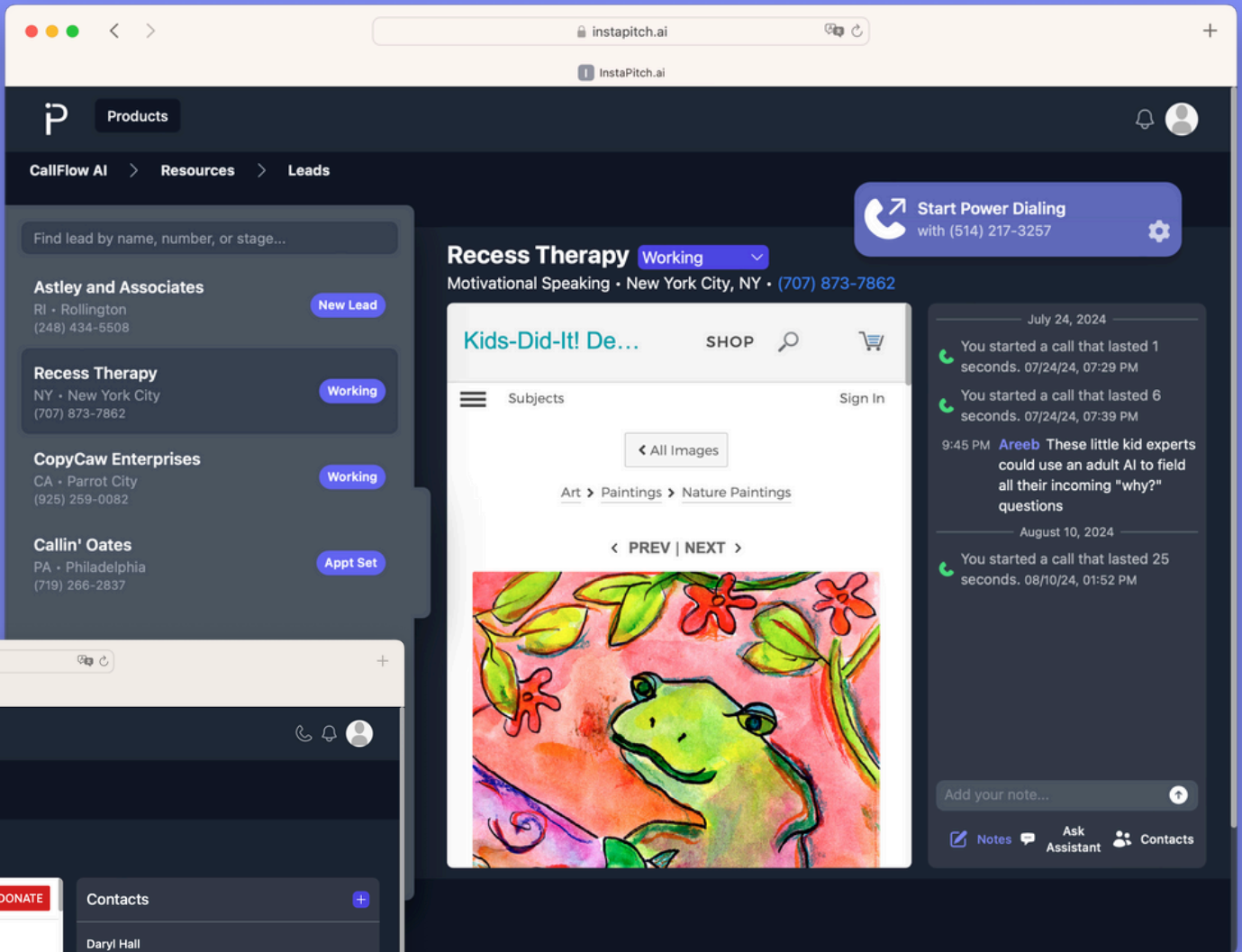
InstaPitch.ai

Year 2024

Medium Web design

Stack Figma, React, Tailwind CSS, Python

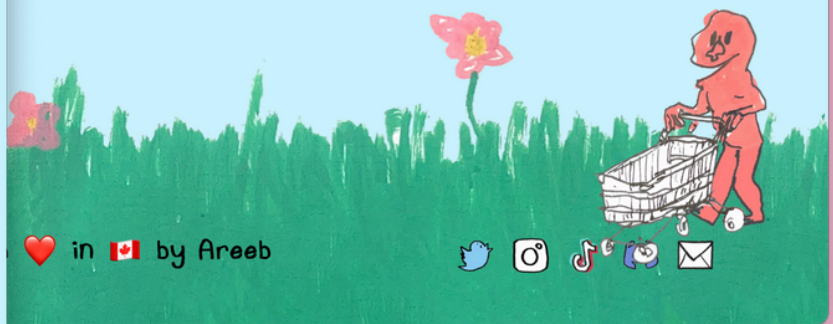
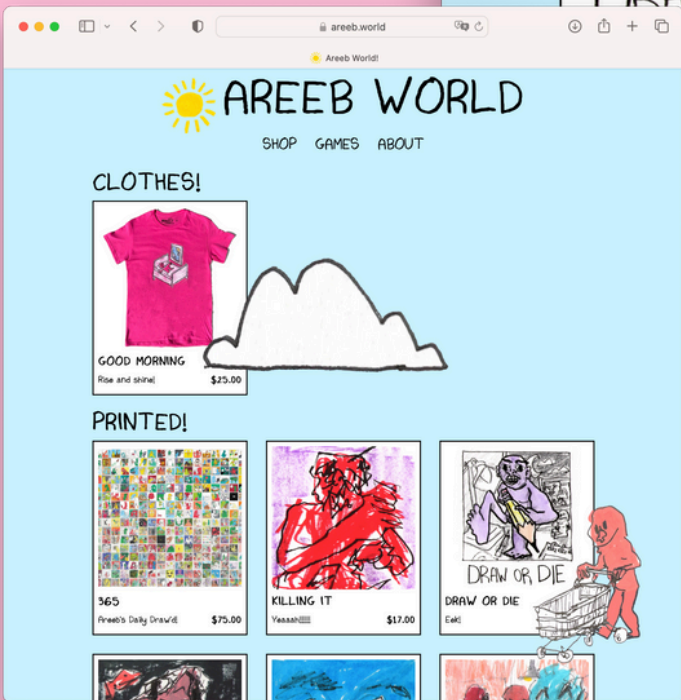
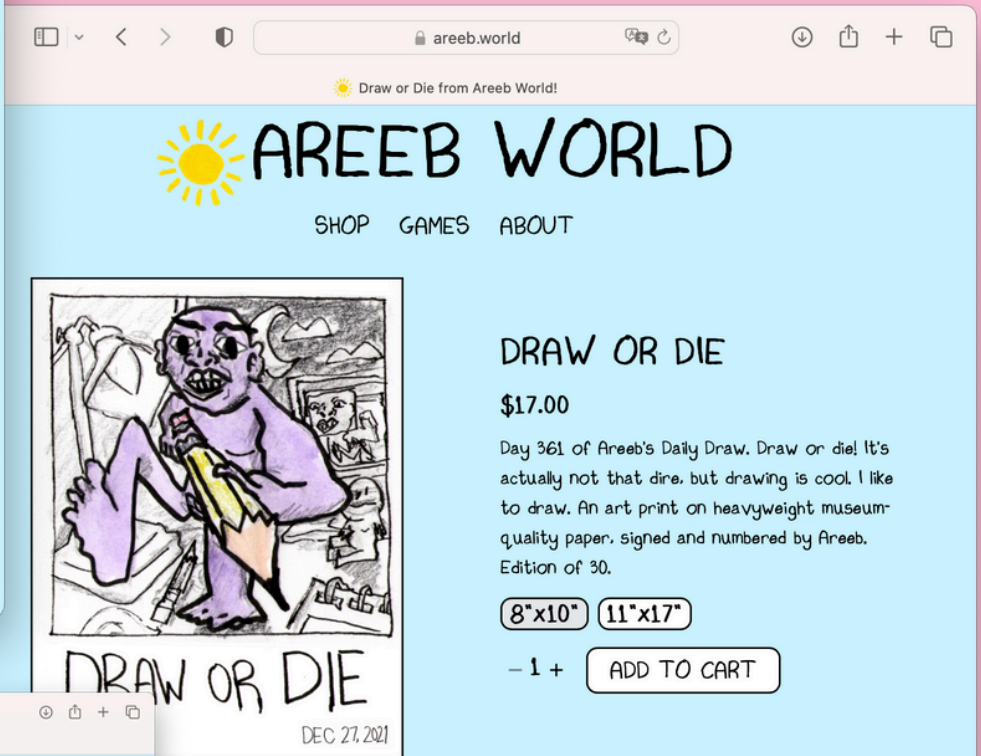
Concept At InstaPitch, as a full-stack developer and web designer, I've spearhead projects including the auto-dialer and CRM redesign, from Figma concept through front-end and back-end development.





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.



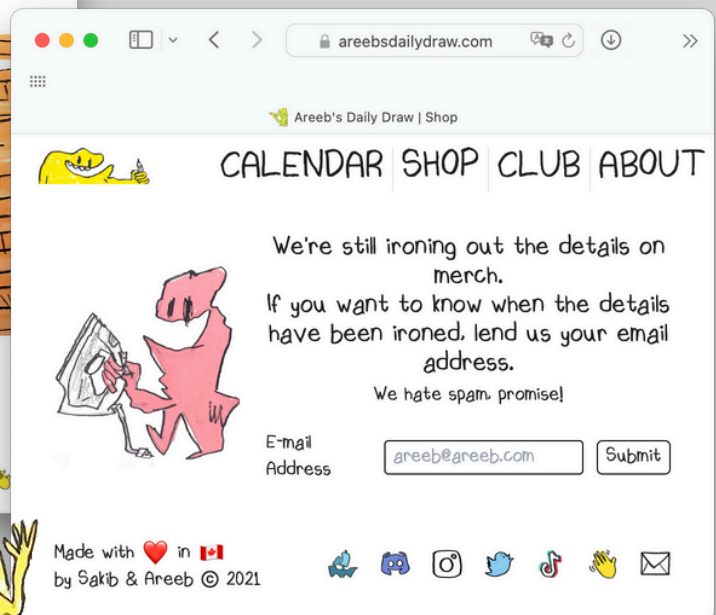
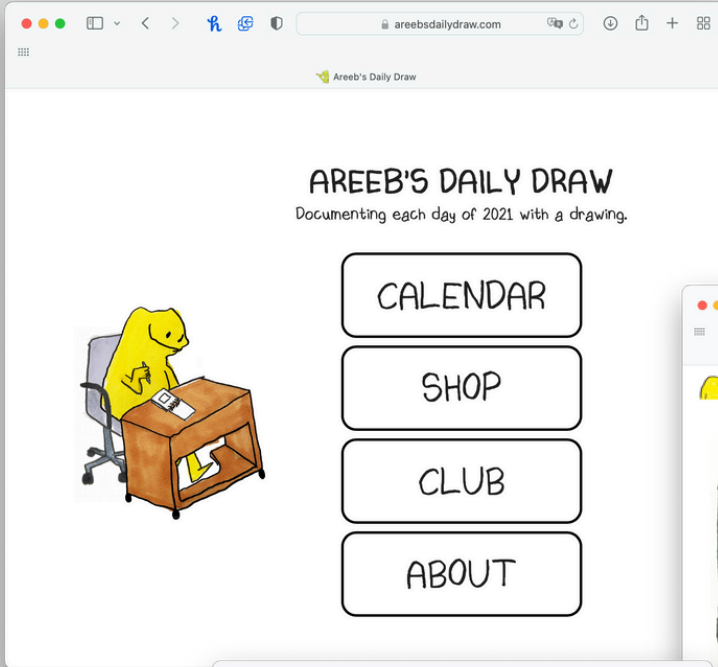
AREEBSDAILYDRAW.COM

Year 2021-2022

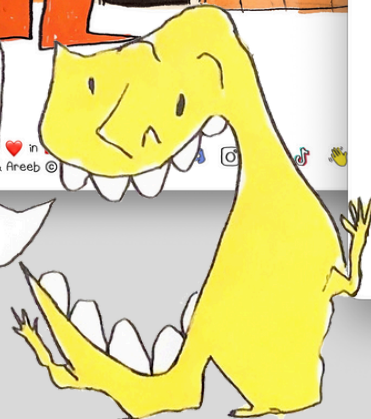
Medium Web design

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. Until my resignation, I exclusively created all designs.





SOLUMN LAND

Year 2020

Medium Collage

Size 8.5x11

Concept While studying the Group of Seven, each student in my fine arts class researched one artist and recreated their favorite piece. I chose J.E.H. MacDonald's masterpiece, 'Solemn Land,' and recreated it using hundreds of magazine clippings.



SELF PORTRAIT (2021)

Year 2021

Medium Fine point pen

Size 11x17

Concept As an exercise, my grade 11 visual arts class drew self-portraits with creative representations of value. I chose to use hundreds of little faces to compose my own face.



SOCCER PRACTICE

Year 2020

Medium Watercolour & graphite

Size 8x10

Concept Inspired by a silly picture of my brother in his youth, memories of playing soccer, and a desire to explore water colour this piece was born.