



W U R O O D
A Z Z A M

Interdisciplinary Artist | Graphic Designer | Illustrator

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Wurood Azzam is an interdisciplinary artist and designer whose practice spans graphic design, illustration, and brand identity. With over eight years of professional experience, she blends fine art and design to explore culture, language, and storytelling through visual expression.

EDUCATION

📅 2023 - 2025 📍 Toronto, Ontario

Master of Fine Arts (MFA)

Interdisciplinary Master's in Art, Media and Design
OCADU

The program emphasizes a dynamic and collaborative approach, encouraging students to explore diverse design methods, materials, and languages.

📅 2012 - 2016 📍 Doha, Qatar / Richmond, USA

Bachelor of Fine Arts (BFA)

Graphic Design
Virginia Commonwealth University

The program offers a dynamic environment where students engage in rigorous studio practice and critical research, exploring the intersections of art, media, and design to create innovative, interdisciplinary works that contribute to contemporary discourse.

ACHIEVEMENTS

MFA Thesis Exhibition - Ada Slight Gallery, Toronto, Canada (March 2025)

Independent Artists Group Exhibition, Glitch RAW Toronto - Parkdale Hall, Toronto, Canada (June 2024)

IAMD Group Exhibition - OCADU, Toronto, Canada (February 2024 & December 2023)

Messages From 2030 Group Exhibition - AlMarkhiya Gallery, Doha, Qatar (December 2023)

QIA Private Reception, World Economic Forum - Davos, Switzerland (May 2022 & January 2023)

Museum Elevator Design - M7, Qatar Museums, Doha, Qatar (October 2022)

FIFA World Cup Qatar 2022™ Mascot Design Contestant FIFA - Doha, Qatar (December 2020)

50x50 Virtual Exhibition - AlMarkhiya Gallery, Doha, Qatar (June 2020)

20.20.20 Alumni Exhibition - Virginia Commonwealth University, Doha, Qatar (September 2017)

BFA Thesis Exhibition - Virginia Commonwealth University, Doha, Qatar (April 2016)

WORK EXPERIENCE

JULY 2019 – JULY 2023

Senior Analyst, Branding

CEO Office Department

Qatar Investment Authority – Doha, Qatar

Developed brand guidelines to enhance design efficiency and consistency across departments.

Conducted in-depth brand performance analysis using market research, consumer insights, and competitive benchmarking to drive strategic brand decisions.

Supported brand positioning and messaging strategies through data-driven storytelling and visual reporting.

Collaborated cross-functionally with other departments to ensure brand consistency and alignment.

Led the design, development, and implementation of high-level branding initiatives for the CEO Office and strategic partnerships.

Designed visual content for global forums including the World Economic Forum in Davos, Switzerland.

JUNE 2016 – JUNE 2019

Graphic Designer & Illustrator

Marketing & Corporate Communications Department

Qatar Financial Centre – Doha, Qatar

Conceptualized and executed full-scale graphic design projects, including annual reports, corporate brochures, event materials, and digital media assets.

Created original visual concepts, illustrations, and designs across digital and print media, aligning with brand identity and marketing strategies.

Developed new brand guidelines and created brand assets including logos, typography systems, color palettes, and illustration styles

Created hand-drawn and digital illustrations for event branding, brand publications, social media, and editorial features.

Supported social media and web content production with strategic visual design elements.

April 2015 – August 2015

Graphic Design Intern

Vasava Studio – Barcelona, Spain

Assisted in creating visual assets for social media, websites, email campaigns, and print materials.

Supported brand development initiatives by designing logos, layouts, and promotional graphics that aligned with company identity.

Participated in brainstorming sessions and contributed creative ideas for marketing campaigns and design projects.

Produced mockups, mood boards, and presentation decks to visualize concepts for client projects.

CERTIFICATIONS

Project Management - Qatar Investment Authority (2022)

Shukran Award - Qatar Financial Center (2017)

Salutatorian - Virginia Commonwealth University (2016)

Magna Cum Laude - Virginia Commonwealth University (2016)

Elected SGA Vice President - Virginia Commonwealth University (2015 - 2016)

Dean's List - Virginia Commonwealth University (2015)

Support of the Graphic Design community - Virginia Commonwealth University (2014 - 2015)

Contribution to the FIFA World Cup Qatar 2022™ Supreme Committee Brand Identity (2013 - 2014)

Design Excellence - Virginia Commonwealth University (2013 - 2014)

SKILLS

Brand Strategy & Visual Identity | Creativity & Concept Development | Time Management | Presentation & Communication | Technology Proficiency
Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere, Firefly | Figma | Canva | Wix | Microsoft Word, PowerPoint, Excel | MidJourney | ChatGPT