

LAIBA GULFRAZ

AI Fashion Visual Designer | Brand Founder | Fashion Educator

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PROFESSIONAL SUMMARY

AI Fashion Visual Designer and trained fashion designer with 4+ years of professional experience across AI-generated visual production, fashion design, textile design, and design education. I specialise in producing high-converting e-commerce visuals, UGC-style content, static ads, product photography, and campaign creatives without a traditional studio or photoshoot. Fluent in Midjourney, Kling AI, Seedance, Runway, and Pika. Currently contributing to AI software development and quality evaluation at SirkupAI. Recognised by Geo News for outstanding achievements in Fashion Design and Entrepreneurship. Founder of Baila Boheme, a bespoke custom fashion label delivering nationally and internationally.

HONOURS AND RECOGNITION

- Featured on Geo News: Interviewed by anchor Hamid Mir for outstanding achievements in Fashion Design and Entrepreneurship
- Official Examiner Appointee: Invited by FBISE and Rawalpindi Board to conduct and assess formal Fashion Design examinations
- Invited Speaker at F-11/1 Institute, Islamabad: Shared entrepreneurial journey and industry insights with design students
- Women's Day Role Model: Invited to represent young Pakistani entrepreneurs and share success story at national event

PROFESSIONAL EXPERIENCE

AI Fashion Visual Designer | SirkupAI | January 2026 to Present

Producing AI-generated campaign visuals, product photography, UGC content, static ads and video creatives for e-commerce brands and digital marketing campaigns without traditional studio production.

- Directed and produced AI-generated fashion visuals, product ad campaigns and video content for multiple brand clients using Midjourney, Kling AI, Seedance, Runway and Pika, reducing visual production timelines by up to 70% compared to traditional photoshoot workflows
- Created UGC-style video campaigns and scroll-native social content for brand marketing across multiple product categories and niches, delivering authentic-looking content at scale
- Contributed creative direction and quality evaluation to the in-house development and testing of proprietary AI design software, defining output quality standards and grading criteria for AI-generated visuals
- Translated client creative briefs into production-ready visual outputs across fashion, beauty, lifestyle and e-commerce categories, maintaining brand consistency across all deliverables
- Accelerated creative workflow efficiency through AI-augmented production systems, enabling rapid ideation, iteration and delivery across concurrent client projects

Fashion Design Lecturer | ICE International University | March 2025 to January 2026

Designed and delivered NAVTTC-certified and HND Pearson UK fashion design curriculum across theory and practical lab sessions for undergraduate students, covering two consecutive programmes.

- Taught NAVTTC-certified Fashion Design programme from March 2025 to September 2025, covering dressmaking, draping, CAD, pattern making, textile printing, embellishment and business management as a government-accredited design education programme
- Delivered HND Fashion Design programme affiliated with Pearson University UK from October 2025 to January 2026, teaching Pattern Cutting and Garment Making across one full semester of 4 months
- Guided cohorts through advanced design projects, visual development and professional industry practices, improving student technical competency and design execution across both programmes
- Provided hands-on practical training in traditional textile techniques including tie and dye, block printing, screen printing, fabric painting and surface embellishment
- Appointed as Official Examiner by FBISE and Rawalpindi Board, selected to conduct and assess formal Fashion Design examinations reflecting institutional trust in professional expertise

Founder and Creative Director | Baila Boheme | 2024 to Present

Founded and scaled a bespoke women's fashion label from concept to market, managing full brand operations, design and international fulfilment independently.

- Built and launched a custom modest fashion label from the ground up, achieving national and international customer delivery within the brand's first year of operation

- Managed end-to-end business operations independently including garment design, production, quality control, client communication, pricing, fulfilment and logistics
- Established brand identity and digital presence, driving customer acquisition through organic social media across Pakistan and internationally
- Oversaw complete production pipeline from fabric sourcing and pattern development to finished garment delivery, maintaining consistent quality across all custom orders

Textile Designer and Team Director | Rang-e-Nissa | February 2024 to August 2024

Led textile surface design and creative team management for seasonal fashion collections.

- Designed exclusive textile motifs, repeat patterns and surface prints for multiple seasonal collections, aligned with current trend forecasts and brand aesthetic direction
- Directed and managed a design team and interns, providing structured creative feedback, industry training and professional development guidance
- Oversaw complete creative pipeline from initial concept development through final textile output and production handoff, ensuring quality and consistency at every stage

Fashion Designer | Sana and Samana's | October 2023 to February 2024

Contributed to the design and successful launch of the brand's inaugural fashion collection.

- Contributed to the brand's first complete fashion collection, working closely with the creative team to ensure a cohesive and commercially ready debut
- Independently designed 3 to 5 signature dresses showcasing strong technical construction skills and original aesthetic sensibility
- Assisted in pattern development, fabric selection and garment finishing, producing designs that were production-ready and aligned with quality standards

Fashion Design Intern | Kehkashanz | September 2023 to December 2023

- Designed original dress silhouettes and supported the senior design team in day-to-day creative and production tasks
- Developed hands-on proficiency in garment construction, creative sketching workflows and production documentation
- Built client handling skills by participating in design consultations and feedback sessions alongside senior designers

EDUCATION

BS Fashion and Textile Designing | FG College of Home Economics, F-11/1 Islamabad | 2021 to 2024

Intermediate, Pre-Home Economics | I.M.C.G F-7/4, Islamabad | 2018 to 2020

SKILLS

AI Tools and Production Midjourney • Kling AI • Seedance • Runway • Pika • Veo • Prompt Engineering • AI Image Generation • AI Video Production • Creative Automation

Creative Direction and Design AI Fashion Visual Design • UGC Content Creation • Static Ad Design • Product Photography Direction • Campaign Visual Production • Editorial Art Direction • Brand Visual Identity • Visual Hierarchy • Colour Theory • Composition

Fashion Design Garment Construction • Pattern Making • Draping • Fabric Selection • Textile Design • Surface Print Design • Styling • Fashion Illustration • CAD

Business and Education Brand Development • E-commerce Visual Production • Creative Brief Writing • Design Mentorship • Curriculum Development • Client Communication

Soft Skills Creative Thinking • Teaching and Mentorship • Adaptability • Collaboration • Continuous Learning

ADDITIONAL TRAINING

- Freelancing: 3-month professional programme
- Digital Marketing: 3-month professional programme