



**Erum Tasneem**

We are excited to feature our amazing design team member, [Erum Tasneem!](#) Please give her a warm welcome and enjoy getting to know her!

**1. What motivated you to start making cards and begin stamping?**

When I was in class 4, I drew a hot air balloon and coloured it in rainbow colours. My teacher was quite impressed so she took that drawing, folded the paper into half and turned it into a card for our Headmistress. I was wide eyed and so in awe of how she turned a piece of paper into a card that I started doing it for all of my drawings and that is how I got into cardmaking. But I didnt get into “proper” cardmaking until 2007/2008 when I saw dry embossing! Oh god, I was stunned to see the beautiful texture and how you can transform your cardstock to something much more. I remember calling my aunt in NY and begging her to get me the folders and machine! Back then we had zero carft supplies here in Pakistan and all I knew about cardmaking was glitter, sequins and wrapping paper! I then found out Splitcoast Stampers, the incredible Amy Sheffer’s blog and Hero Arts stamps that drove me in the stamping direction. Before this I was making paper flowers and basically drawing and colouring my own images!

**2. How did you fall in love with Altenew?**

Tasnim and her amazingly clever, CAS cards! Thats what pulled me towards Altenew and their floral designs is what kept me glued to their blog. I know most people would talk about their layering stamps and those are amazing

but since I have always been more into colouring, their outline floral stamps just take my breath away.

### **3. Your coloring is amazing! Do you have a favorite coloring medium?**

#### **Please share some tips on using them!**

Thank you! That is so kind of you to say but I know I still have ways to go. Pencils! I am a pencil girl but I do love to watercolour too, I believe the process is quicker and quite relaxing. I only recently started using alcohol markers when Altenew introduced their Artist Markers Set A and I am loving them. I use the markers and add details with my pencils and believe me it has made colouring quite easier and relatively quicker. A lot of people ask me how I do it. I always tell them that it's just practice, you can only get better. I am a learner, I love to learn new techniques and to watch people colour. I know people would think that it doesn't make a difference but it does, that is how I improve. Also, The Daily Marker colouring challenge by the great Kathy Racoosin helps me push my limits, I recommend it highly! Every time the event goes live, I make sure I colour something every other day if not every day. You don't need artist grade pencils or watercolour to colour better. All my life I have been using kids colour pencils, Crayolas or kid's paint sets to colour. It's only recently I purchased Prismacolors and yes they are great but my work with the kid's set wasn't too shabby either :)

### **4. Do you have a specific style that you are comfortable with or like to stick to?**

Yes! I love to fussy cut or diecut my floral images and arrange them in bouquets/bunches on cards! That is my go to style. You will also see me using a lot of gold embossing and watercolouring together, it always ends up looking beautiful.

**5. Can you share a favorite card you made previously using Altenew products?**

I have a couple of favourite Altenew cards but this one is an absolute favourite of mine. I made this for a dear friend of mine but unfortunately it got lost en route.



**6. This is just for fun! If you can choose only three crafting supplies for the rest of your life, what would you choose?**

Colour pencils, Altenew stamps and an ink to stamp with, Watercolour paper!