

# Sobuj Shikder

Senior Visualizer | Creative Strategy | Digital Media

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## WORK PORTFOLIO

Behance: [www.be.net/sobujshikder](http://www.be.net/sobujshikder)   
Motion Graphics: <https://shorturl.at/mxQRU>  
Linkedin: [www.linkedin.com/in/sobujshikder](https://www.linkedin.com/in/sobujshikder)



### SUMMARY

Dynamic Senior Visualizer with 5+ years of strategic experience in creative direction and brand identity development. Proven expertise in creating custom visual assets, illustration, and vertical-wise (mobile-optimized) digital content for fast-paced e-commerce and marketing environments. Skilled in leveraging AI tools to enhance design efficiency and output.

### SKILLS

Typography	Design principles	Creative Strategy	Graphic Design	Social Media Design	UI/UX Design
Brand Visual Development	A/B Testing	Project Management	Creative Direction	Team Management	

### EXPERIENCE - ( 5+ Yrs )

#### ● **Meghna Executive Holdings / Le Meridien, Dhaka**

##### Senior Visualizer (Oct 2024 - Present)

I spearhead creative campaigns and visual for globally renowned brands, including BMW Bangladesh, Ford, and Executive Machines (Apple).  
• Conceptualizing and executing impactful campaign KVs that align with brand guidelines and effectively communicate campaign's core message.  
• Ensuring cohesive brand representation across multiple touchpoints, enhancing brand recognition and audience engagement.  
• Producing high-impact design content for digital and print media, elevating the visual appeal of campaigns for automotive and tech brands.  
Highlight skills: • Campaign KV Development • Brand Management • Creative Direction • Visual Strategy • Project Coordination

#### ● **Focallure Bangladesh / Uttara, Dhaka**

##### Senior Visualizer (June 2022 - Sep 2024)

Focallure Bangladesh is a leading cosmetic brand in e-commerce. As Senior visualizer, I spearheaded creative strategies and visual concepts.  
• Executed over 50+ high-impact visual content pieces for e-commerce and branding campaigns, driving a 60% increase in online engagement.  
• Collaborated seamlessly with cross-functional teams, aligning design with brand identity, resulting cohesive and recognizable brand presence.  
• Led the visual strategy for 15+ product launches, providing creative direction that contributed to a 25% uplift in sales during initial launch phases.  
Highlight skills: • Creative Direction • Visual Storytelling • Marketing Design • Product Design • Project Management

#### ● **Duary Media LTD / Mohakhali DOHS, Dhaka**

##### ● Visualizer (Feb 2021 - May 2022)

Duary Media is a leading Media Buying & Advertising Agency, where I spearheaded the visual and static design department for Brand and AD.  
• Creatively developed innovative and effective design solutions tailored to client briefs and pitches, resulting in a 42% improvement conversion.  
• Expertly managed and mentored a team of 5+ designers, ensuring the successful delivery of projects on time and exceeding client expectations.  
• Strategically designed and delivered over 30 impactful visual campaigns, enhancing brand visibility across multiple platforms.  
Highlight skills: • Team Leadership • Visual Strategy • Design Innovation • Creative Collaboration • Brand Development

##### ● Graphic Designer (Mar 2020 - Jan 2021)

• Developed eye-catching and impactful marketing collateral, including flyers, brochures, and posters, increasing community engagement.  
• Designed engaging and on-brand social media content, boosting online presence and fostering stronger connections with the brand.  
• Ensured all design elements were aligned with Duary Media's unique visual identity, reinforcing a consistent and memorable brand.

Highlight skills: • Branding and Identity • Visual Composition • Typography • Attention to Detail

### EDUCATION

#### ● **Masters in Management Information Systems (MIS)**

University of Dhaka, Hall: Sir A F Rahman Hall, Dhaka

#### ● **B.Sc in Geography & Environment**

University of Dhaka, Institute: Kabi Nazrul Govt. College, Dhaka

### CERTIFICATION

#### ● **Advance Course in Motion Graphics**

Creative IT, Dhanmondi, Dhaka

#### ● **Professional Course in Graphic Design**

Creative IT, Dhanmondi, Dhaka