

Sobuj Shikder

Senior Visualizer | Creative Strategy | Digital Media

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WORK PORTFOLIO

Behance: www.behance.net/sobujshikder ✎
Motion Graphics: <https://shorturl.at/mxQRU>
Linkedin: 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