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# ASHIQR RAHMAN

DIGITAL, BRAND AND PRINT DESIGNER

## 1. Qualifications Profile

Dedicated and innovative **Senior Graphic Designer** with over **10 years** of experience in delivering compelling visual designs across **print, web, and multimedia**. Proven track record in enhancing corporate branding and engaging diverse audiences through high-impact, creative solutions. Skilled in **leading design teams** to exceed business objectives through strategic vision and artistic expertise.

## 2. Technical Proficiency

**Graphic Design: Adobe Photoshop, Illustrator, InDesign;** proficient in image manipulation, logo design, social media design, digital and print materials.

**Video and Motion Graphics: Adobe Premiere Pro, After Effects;** experienced in storytelling through video editing, promo design, and motion graphics.

**3D Modeling and Visualization: Autodesk 3ds Max, MAXON Cinema 4d;** skilled in interior/exterior design, product visualization, and material rendering.

## 3. Work Experience

- **Senior Visualizer & Assistant Art Manager, Analyzen Bangladesh (2020–2023)**

Led **creative direction** and design implementation for **high-profile campaigns** and **brand engagements**. Managed a team of designers in creating market-leading visual content that significantly increased brand visibility and engagement. Spearheaded innovations in **motion graphics, advertising, digital marketing materials** and **developed website banners**, contributing to a 30% increase in client retention.

- **Graphic Designer & 3D Artist, Suad Garments Industries Ltd (2018–2020)**

Key contributor in **3D product visualization** and **digital content creation** for US-based apparel brands, enhancing online presence through innovative design strategies. Developed **product packaging** for automotive industry and **promotional materials** that aligned with global market trends, resulting in a significant amount increase in online and offline sales.

- **Graphic Editor, Boishakhi Media Limited (2016–2017)**

Led **motion graphics** and **video compositing initiatives**, elevating the aesthetic quality of news broadcasts and special reports. Developed and standardized **graphic templates** across various news segments, ensuring brand consistency and operational efficiency in a fast-paced media environment.

- **Executive (3D Visualizer), Kalponik Ltd (2013–2014)**

Led **3D visualization** projects focusing on interior and exterior designs, significantly enhancing the firm's portfolio and client presentations.

Managed detailed aspects of 3D modeling including massing, material selection, lighting, and rendering, **contributing to realistic and high-quality visual outputs**.

## 4. Achievements and Portfolio

- **Sunquick Concentrates & RTD Juice Launch:** Spearheaded the creative development and execution of a half-million-dollar marketing campaign, including key visuals, digital content, activations, photoshoots, and TV commercials, significantly enhancing brand visibility and market penetration.
- **Xiaomi Product Launches & Campaigns:** Led the design and implementation of multiple product launch campaigns for Xiaomi, involving digital marketing strategies, outdoor prints, activations, and special Eid promotional activities.
- **Poco Brand Nationwide Launch:** Orchestrated the creative strategy for the nationwide launch of the Poco brand, producing digital graphics, motion videos, and event launch videos, establishing a strong market presence from the outset.
- **Bkash and Foodpanda Collaboration:** Created the first-ever promotional animation video for Bkash and Foodpanda's collaboration, broadcast across various digital media platforms, enhancing consumer engagement.
- **Bkash Vending Machine Campaign:** Developed a promotional video for Bkash's innovative vending machine campaign, contributing to increased user interaction and campaign visibility.
- **Xiaomi Global Pandemic Awareness Content:** Break Xiaomi's content guidelines to create impactful digital content for global pandemic awareness, which was highly appreciated and expanded brand reach during critical times.
- **Aapex Tradeshow Event, Las Vegas 2019:** Designed and executed a comprehensive promotional strategy for a client at Aapex 2019, including 3D stage design, packaging, event banners, and promotional videos.
- **Product Line Collaboration:** Collaborated closely with the Creative Director to develop a new product line, enhancing the product's market fit and design aesthetic.
- **Packaging Design R&D and Development:** Conducted research and development for a new packaging design, managing the project from conceptualization to final execution, which set a new industry standard for design innovation.
- **Digital Marketing Awards Panel:** Served as a judge on the shortlisting jury panel for a digital marketing awards ceremony, recognizing excellence in digital marketing strategies and executions.
- **Award Recognition:** Received an award for innovation and resilience, acknowledging exceptional creativity and adaptability in design projects across various platforms.
  - **Website:** [www.theashik.com](http://www.theashik.com)
  - **Portfolio:** [www.behance.net/ashik13](http://www.behance.net/ashik13)
  - **Linkedin:** [www.linkedin.com/in/ashik13](http://www.linkedin.com/in/ashik13)
  - **Vimeo:** <https://vimeo.com/ashikvimeo13>

## 5. Education and Training

### Bangladesh-Korea Technical Institute

Graphic Design Certificate, 2011

Completed courses in Photoshop, Illustrator, and QuarkXPress; Achieved grade A.

### Dhaka City College

Higher Secondary School Certificate, 2010

GPA: 4.10

### Additional Training:

- Advanced Adobe Creative Suite
- Autodesk 3ds Max and MAXON Cinema 4D for 3D visualization
- Basic IT and computer skills, including MS Office and AutoCAD