



Saiful Islam Chowdhury

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Objective

A creative and detail-oriented graphic designer with a passion for delivering innovative visual solutions across digital and print platforms. Skilled in multimedia design, video editing, and social media management, I aim to contribute impactful visuals that enhance brand communication and storytelling.

Portfolio

behance.net/chowdhuryd1a75

Work Experience

Westford Immigration Services

Executive – Social Media Management (November 2022 – August 2023)

Responsibilities:

- Developed content plans and strategies for multiple social media platforms, driving increased engagement across Facebook, Instagram, YouTube, Twitter, and TikTok.
- Designed eye-catching graphics, edited videos, and created 2D animations to support brand storytelling.
- Managed social media queries, maintaining a professional and responsive digital presence

airwork.ai (formerly Airwrk)

Creative Designer (November 2021 – September 2022)

Responsibilities:

- Conceptualized and designed visually compelling digital assets for social media, marketing campaigns, and websites, ensuring brand alignment.
- Shot and edited professional pitch videos and photography for product presentations, client proposals, and marketing materials, enhancing communication of key concepts.
- Produced a wide range of multimedia content, including graphics, promotional videos, and 2D animations, to increase user engagement and brand visibility.

Playmakers Ltd.

Brand Communication Executive (May 2019 – May 2020)

Responsibilities:

- Developed creative graphics for products, logos, websites, and marketing materials to enhance brand identity. Advised clients on branding strategies and visual communication techniques to effectively target specific audiences.
- Produced a wide range of multimedia content, including graphics, promotional videos, and 2D animations, to increase user engagement and brand visibility.
- Designed impactful visuals, including posters and digital assets, to convey brand messages and support marketing campaigns.
- Created professional slide presentations and visual aids, improving the clarity and effectiveness of client and internal presentations.

Volunteer Experience

United Nations Youth & Students Association of Bangladesh (UNYSAB)

Vice President (August 2021 – December 2022)

Responsibilities:

- Spearheaded the design and management of social media campaigns, elevating the association's digital presence through impactful visuals and strategic content.
- Designed event print branding materials, including banners, posters, X-banners, invitations, and other promotional assets for conferences, and workshops.
- Led the organization and execution of national events such as the Shadow Youth Parliament 2022 and National Youth Summit on SDGs 2022, fostering youth engagement on critical global issues.
- Directed branding efforts for the Brave Men Campaign 2021, promoting social awareness through creative media and outreach initiatives.
- Supervised teams in planning and executing workshops, webinars, and conferences, ensuring effective communication and logistical coordination.

IELTS (International English Language Testing System)

British Council

Overall Band Score 6.5 out of 9 (Listening 6.5, Speaking 6.5, Writing 6.5, & Reading 5.5)

Educational Background:

Greater Copenhagen Career Program (GCCP)

Diploma in Professional Development | October 2024 - May 2025

Program focused on career development, industry insights, and building practical skills for the workforce.

Roskilde University, Denmark

Msc in Business Administration and Leadership

(September 01, 2023 - Continue)

Victoria University of Bangladesh

Bachelors of Business Administration (BBA)

Major: Marketing | Result: 3.69 out of 4.00

Notre Dame College, Dhaka

Higher Secondary School Certificate (HSC)

Discipline: Business Studies | Result: 4.90 out of 5.00

Ibn Taimiya School and College, Cumilla

Secondary School Certificate (SSC)

Discipline: Business Studies | Result: 5.00 out of 5.00

Extra and Co-Curricular Activities

- Volunteer, TECHBBQ 2024, Copenhagen
- Head of Project, Shadow Youth Parliament 2022
- Head of Branding, Shadow Youth Parliament, 2019
- Organizer of Bangladesh Model United Nations 2018
- Organizer of EID for Street Children 2018-2022
- Organizer of winter cloth distribution campaign and flood relief program
- Organizer of Champions of Earth, Idea Generation Competition for NSU Earth Club
- Organizer of Environmental School Campaign for NSU Earth Club

Training and Participations:

- Finalist of Business Innovation Idea Pitch Competition by RUC Open Entrepreneurship Lab
- Professional VFX & Motion Graphics Course from Creative IT Institute.
- Professional Graphics Design Course from Creative IT Institute.
- Basic Digital Marketing Course from BITM.
- Basic Photography course from South Asian Media Institute.
- Basic online Journalism course from Press Institute of Bangladesh. General English language course from Saifur's.
- Basic English language course from British Council.
- Participant of Climate, Culture and Art symposium 2018 by International Climate Change and Development (ICCAD).

Skills and Interests:

Software: Adobe Photoshop, Illustrator, In design, After Effects, & Premiere Pro, Canva

Skills: Graphics Design, Video Editing, Social Media Management, & 2D Animation

Interest: Traveling, Photography, Volunteering

Award

Rising Star Award,

for excellent contribution as an associate member of United Nations Youth and Students Association of Bangladesh (2019).

Reference

On Request