

Creative Lead Mini Portfolio

Luqman Javed

Veterinarian | Creative Strategist | Pet Brand Collaborator

Curated work relevant to Dog Friendly Co. that showcases product collaboration, creative direction, and brand storytelling.

1) Hepper: Product Collaboration Highlights

Hepper Hi Lo Cat Scratcher

Link: <https://www.hepper.com/products/hepper-hi-lo-cat-scratcher/>

Contributions

Supported product positioning that blends design and function for modern homes.

Advised on user experience and storytelling for campaign assets.

Ensured claims and guidance aligned with real feline behavior and needs.

Hepper NomNom Cat Bowl

Link: <https://www.hepper.com/products/hepper-nomnom-cat-bowl/>

Contributions

Shaped messaging that highlights ergonomics, hygiene, and daily practicality.

Provided veterinary insight to support feature rationale for pet parents.

Collaborated on content that elevates visual identity and use case storytelling.

2) Pambros: Supplement Collaboration

Pambros Supplements

Link: <https://pambros.com/collections>

Contributions

Collaborated on formulation validation to align ingredients with pet health outcomes.

Translated science into clear benefits with compliant structure and function messaging.

Supported creative direction for on site and social content with a credible and warm voice.

3) Editorial and Brand Storytelling: Dog and Cat Verticals

Selected Work

Dogster, Catster, and Pangolia ecosystem with long form guides, product education, and brand aligned storytelling.

Focus on retention, clear narrative arcs, and visuals that support comprehension.

YouTube scriptwriting experience with documentary style narration and editor cues.

Why This Matters for Dog Friendly Co.

I bring a hybrid lens to creative leadership. Veterinary insight supports authenticity and hands on collaboration with product and content teams drives scroll stopping creative that still respects performance. I am ready to own visual consistency across channels and help evolve a bold, modern brand identity for dog parents.

Contact

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