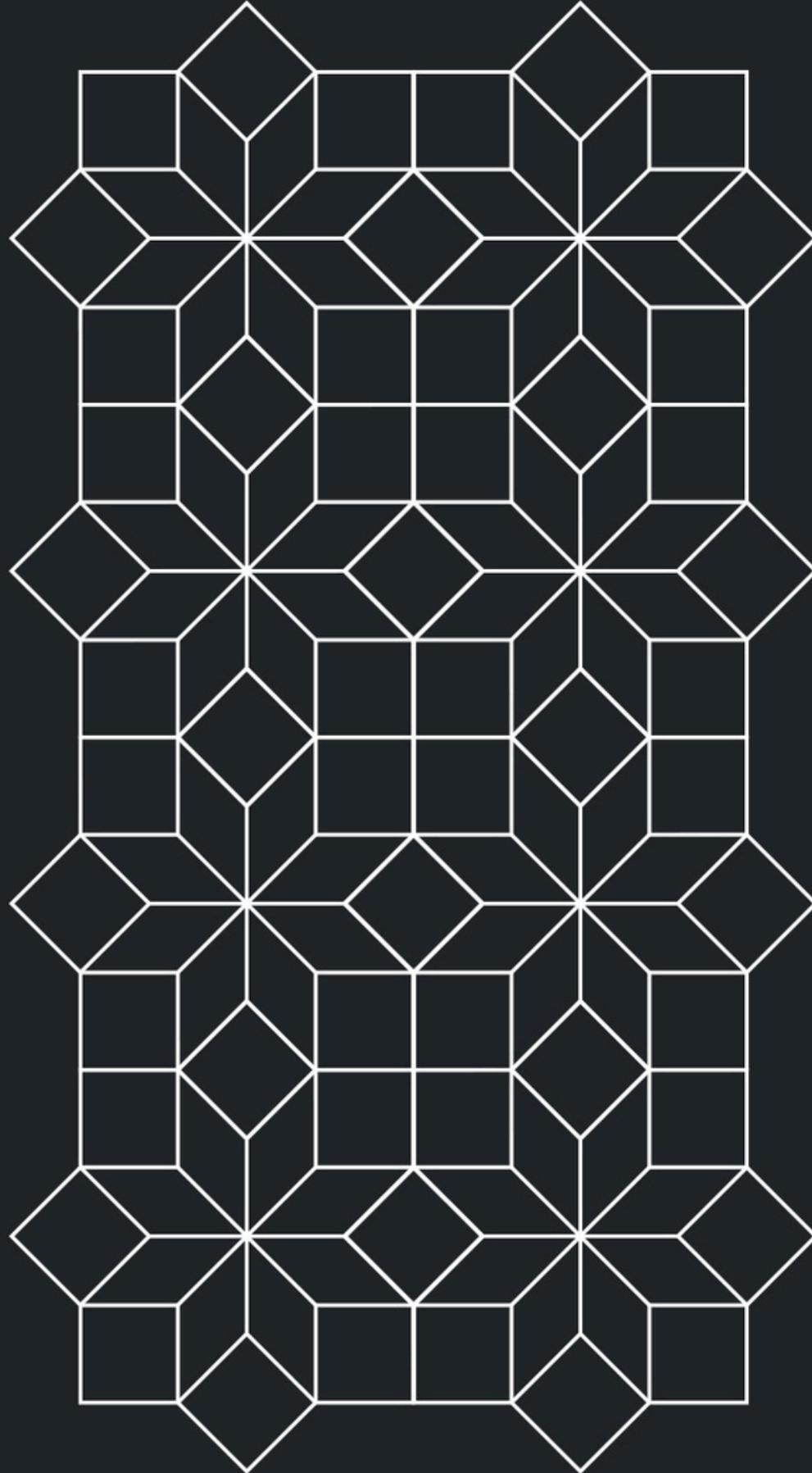


# Company Profile 2025

[noircase.com](http://noircase.com)



**noircase** creative agency



**build** your brand



# About Us

Noir Case exists to transform complexity into clarity. Founded on the principle that every brand and every space tells a story, we combine strategic insight with creative passion to craft experiences that resonate and endure. Based in Islamabad, our multidisciplinary team blends design, technology, and narrative to deliver end-to-end solutions—ensuring each project, no matter how intricate, emerges as a clear, compelling statement.



# Our Philosophy

- **Clarity Through Creativity** Every brief begins with a question: “What is the simplest way to reveal this idea’s essence?” We believe true innovation lives at the intersection of strategic rigor and imaginative vision.
- **Owner-Driven Excellence** The founders and principal creatives are directly involved in every phase, guaranteeing personal commitment, faster decision making, and uncompromising quality.
- **Collaborative Partnership** We partner deeply with clients, treating every project as a shared journey. From discovery to delivery, transparent communication and mutual trust guide our work.

- Noir Case was born out of a passion for simplifying the complex. Naseer Ud Din Ansari, a Creative Director with over a decade of experience, envisioned a studio where the owners themselves create and lead every project. In 2020, he established Noir Case in Islamabad, assembling a team of practicing designers, developers, and strategists each dedicated to pushing creative boundaries while maintaining rigorous strategic discipline.
- Over the years, we've partnered with startups and Fortune 100+ companies alike, building brands that stand apart in crowded markets. Our portfolio ranges from revitalising heritage sites to launching entirely new digital experiences.



# What We Do

## Branding & Identity

- Brand Strategy & Research
- Visual Identity Systems
- Emotional Branding & Storytelling
- Rebranding & Refresh
- Brand Architecture

## Digital Strategy & Development

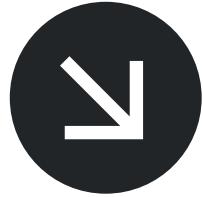
- Digital Roadmaps
- Website Design & Development
- App Design & Development
- UX/UI Design
- Digital Transformation
- Analytics & Conversion Optimisation

## Marketing Strategy

- Content Strategy & Copywriting
- Social Media Management
- SEO & Search Marketing
- Email Marketing & Automation
- Influencer & Partnership Marketing

## 3D & Motion Design

- 3D Walkthroughs & Animations
- Teasers & Promos
- Brand Films & Long-Form Videos
- Shorts & Reels



## Print & Environmental Design

- Packaging & Collateral
- Signage & Wayfinding
- Exhibition & Installations

## Interior & Exterior Design

- Residential & Commercial Interiors
- Exterior & Façade Design
- Space Planning & Styling

## AI-Generative Creative Solutions

- AI-Driven Concept Ideation
- Generative Design
- AI Copywriting & Content Generation
- Chatbot & Voice Assistant Development
- Personalised Marketing Campaigns
- AI-Powered Analytics & Reporting

# Our Process

## Discovery & 01 Research

We dive deep into your industry, audience, and goals conducting workshops, market analysis, and stakeholder interviews.

## 02 Design

We develop a strategic roadmap and creative concept that aligns with your vision, ensuring every decision is purposeful.

## Design & 03 Production

Our in-house team executes design, development, and production maintaining quality control and cohesive brand expression across all channels.

## Review & 04 Refine

Through iterative feedback sessions, we refine deliverables until they exceed expectations, ensuring the final product is polished and precise.

## Launch & 05 Support

We help you roll out campaigns or products, monitor performance, and provide ongoing support to ensure sustained success.

# Milestones

**2020–2021**

Noir Case founded in Islamabad, establishing core branding and digital design services.

**2022**

Expanded operations with a dedicated creative studio space and launched the official Noir Case website.

**2023**

Broadened service offerings to include 3D visualisation and motion design, doubling the in-house team.

**2024–2025**

Integrated AI driven design workflows and launched full spectrum AI creative services, leading to significant growth in digital reach and client engagement.



# Project Portfolio



# Sleep World (USA, UK, AUS, Canda) / 2020

We have created different variations of the logo for different regions where brand is functioning.  
USA, UK, Australia, Canada



 **Sleepworld**  
Australia

 **Sleepworld**  
International

 **Sleepworld**  
Canada

# THE NEW MODERN

Flaunt your confidence adorned in style  
with our alluring lawn collection.



DAHLIA  
KHAS  
/ 2021

A surreal and romantic visual journey Noir Case brought the Dahlia catalogue to life with elegant layout design, botanical themes, and vintage-inspired storytelling, capturing the essence of femininity and timeless summer charm.



DE  
ORIGINAL  
LUXURY  
CONSTRUCTION  
ENTERPRISES

# Zuraaco Marketing Bahria Town Karachi / 2022

Crafted a luxurious, narrative driven campaign for Zuraaco Marketing Bahria Town, Karachi capturing the exclusivity, vibrant lifestyle, and aspirational rhythm of this gated community. Led creatively by Naseer Ud Din, our design and storytelling showcase the premium living experience that defines Zuraaco's latest offering.

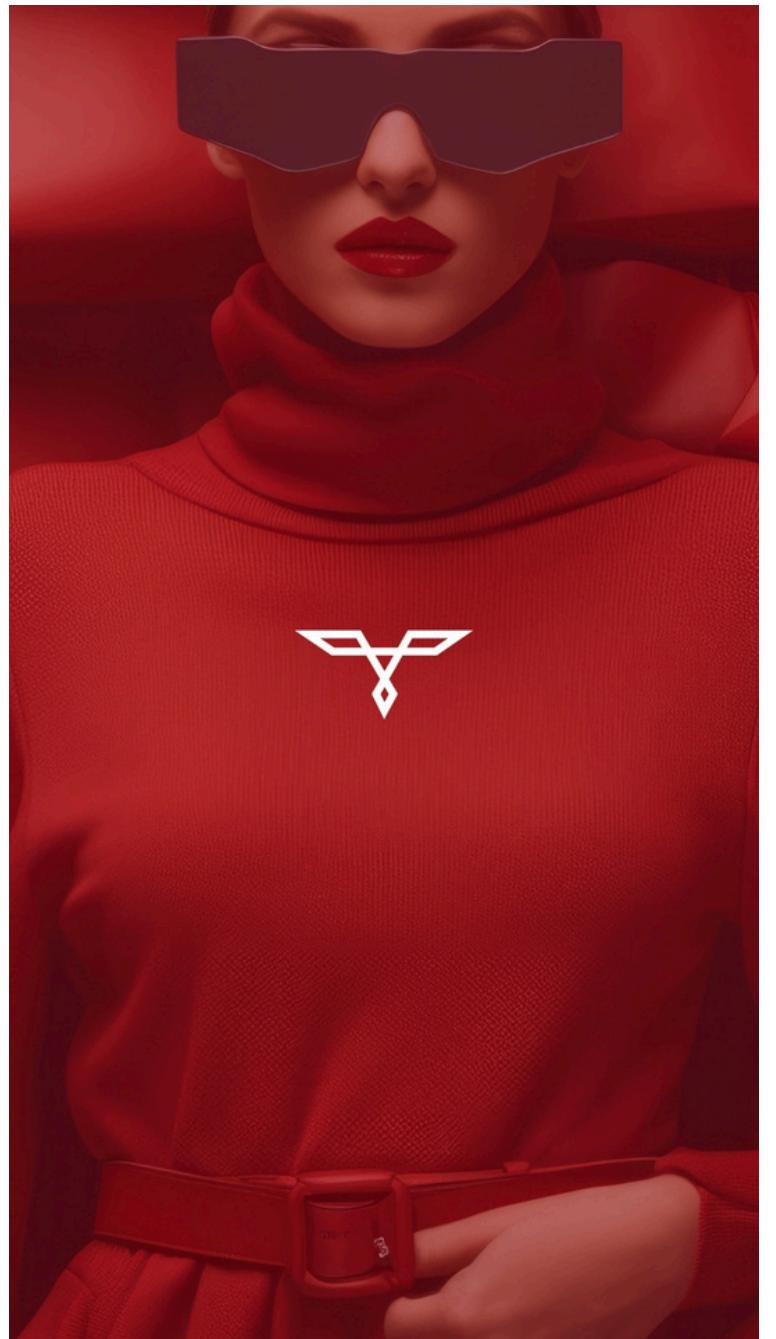


# App Initiative Superior University / 2023

Naseer Ud Din's guidance at Superior University, 50 students designed zero-investment apps across diverse industries demonstrating lean startup principles and real world strategy. Among these, Khalood Kazmi's Neptune stands out as a travel app that makes the globe your playground, delivering seamless, adventurous experiences with ease and fun.

The collage consists of six screenshots from the Neptune app:

- Logo Screen:** The Neptune logo with the tagline "Unwinding new ways".
- Lake Scene:** A scenic view of a lake with rocks, overlaid with the word "LAKE" vertically.
- Historical Site:** A night view of a mosque with minarets, overlaid with the word "HISTORICAL". Below it is a detailed description: "Historical sites offer insights into Pakistan's diverse cultural heritage, reflecting influences from various civilizations and periods throughout history."
- Forest Scene:** A dense forest, overlaid with the word "FOREST". Below it is a description: "Unwinding The forests of Pakistan. diverse and important ecosystems that cover various regions of the country."
- Historical Site:** An aerial view of a large historical complex with multiple domes and minarets, overlaid with the word "HISTORICAL".
- Mosque Screen:** A detailed screen for the Faisal Mosque in Islamabad, Pakistan. It includes a large image of the mosque, the name "Faisal Mosque", the location "Islamabad, Pakistan", and three stats: "Distance 400km", "Temp 20 C", and "Rating 4.0". There is also a "Description" section and a "Book Now" button.

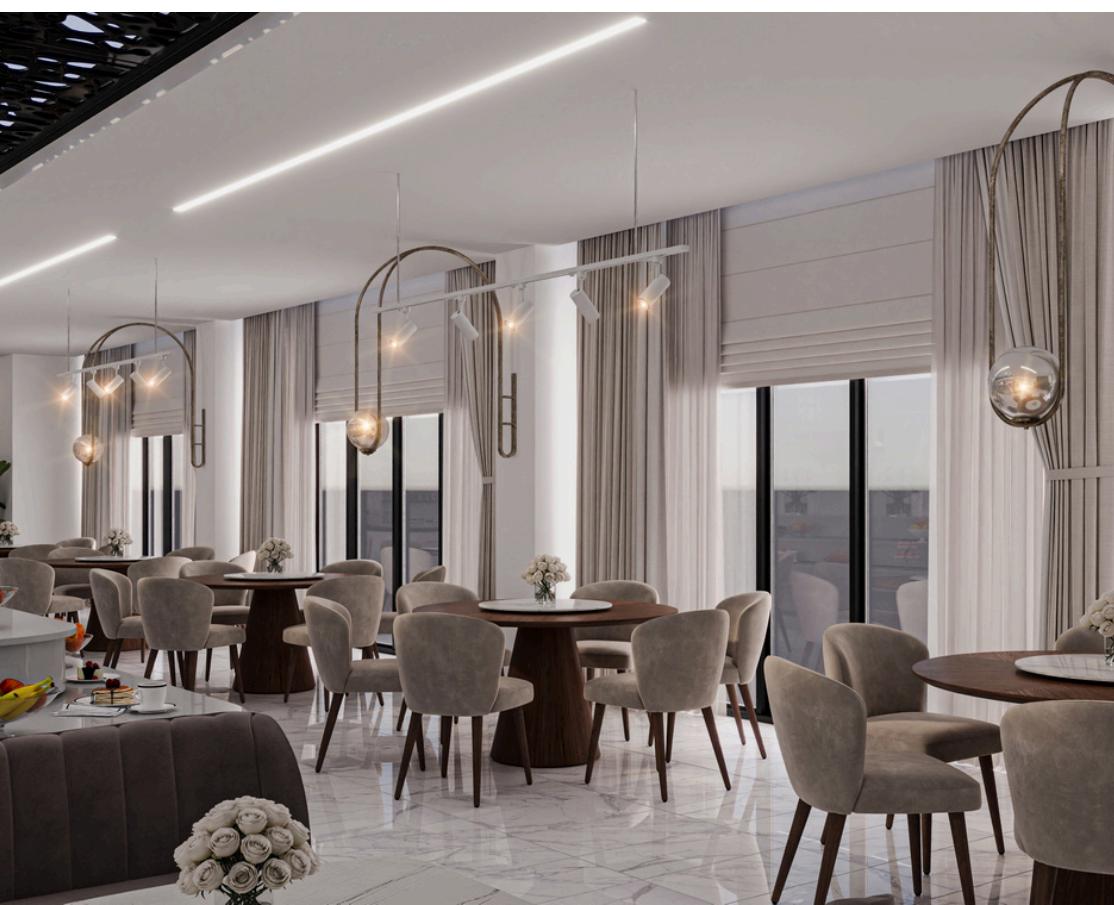


# E-Commerce Catwalk / 2024

Noir Case built Catwalk Heel from the ground up crafting its brand identity, launching a seamless e-commerce site, and establishing social media across TikTok, Instagram, Facebook, Twitter, YouTube & Pinterest while setting up warehouse operations and driving consistent sales growth through targeted marketing and efficient customer service.

# Interior Chenab Club Faisalabad / 2025

Noir Case redefined the interior of Faisalabad's historic Chenab Club Pakistan's oldest social club —transforming its spaces into a modern yet timeless retreat. Guided by Creative Director Naseer Ud Din, our team introduced bespoke furnishings, refined materials, and cohesive spatial planning to honor the club's heritage while elevating comfort and sophistication for members.



# Rashid Mehmood

Founder, Catwalk Heel

"Launching Catwalk Heel through Noir Case was the best decision we made. They developed our brand identity, built a user-friendly e-commerce site, and managed warehouse logistics without missing a beat. Sales growth came quickly, thanks to their targeted marketing strategies and responsive customer service. We couldn't be happier with their expertise."

# Ayesha Sohail

MD, Sada-e-Rehmat UK

"Noir Case's social media campaign for Sada-e-Rehmat deeply moved our audience and elevated our messaging. The content was both respectful and impactful, leading to record engagement and booking inquiries. Their ability to capture spiritual nuance with creative flair is unmatched."

# Naima Batool

Student & Designer

"As part of Professor Naseer Ud Din's mentorship program, Noir Case reviewed our prototype "Ad Catch" for booking billboards with zero upfront investment. Their feedback was invaluable streamlining our user flows and sharpening our messaging. Thanks to their guidance, we have a strong foundation to secure funding and launch effectively."

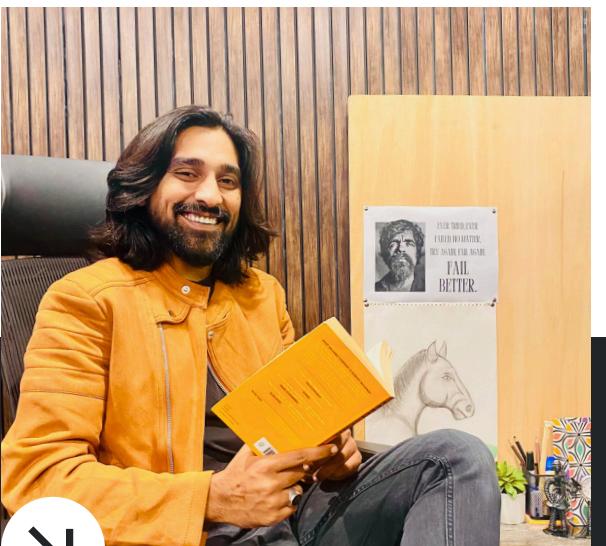
# Akmal Ahmed

Head of Marketing, Zuraaco

"Noir Case's creative campaign for Zuraaco Marketing exceeded every expectation. Their team captured our vision perfectly, and the resulting materials brochure, digital assets, and social media content immediately resonated with our audience. Working with Creative Manager Naseer Ud Din was seamless; his guidance ensured a cohesive, high-end brand image."

# Testimonials

# Meet the Board



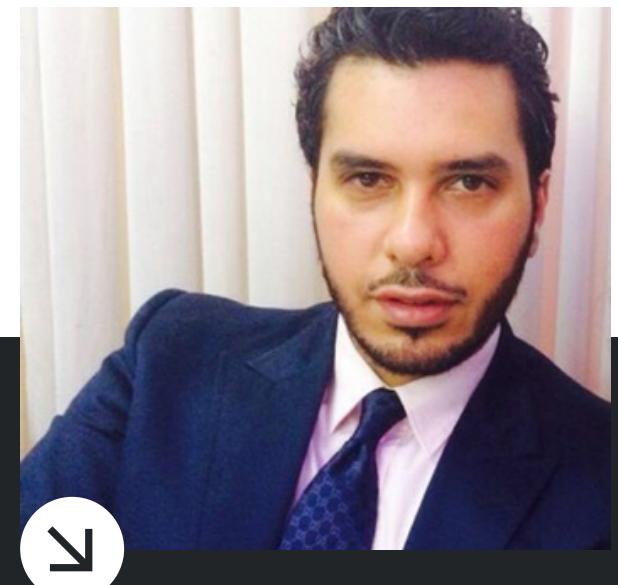
Naseer Ud Din  
Ali Ansari  
Founder & CEO



Taha Ali  
Haroon  
Partner - (UK)



Syed Saud  
Ahmed  
Business Consultant



Mohammed  
Suhaib (FCCA)  
Global Expansion Advisor

# Strategic Alliance



ArcQuility

Provides IT and digital  
transformation expertise (UK)



Hannah Duke  
Chartered Accountants & Tax Advisors

Hannah Duke

Tax & Accounting (UK)



Gray Area

Business Consultancy  
partner



**Islamabad, Pakistan:**

+92 333 3653 273

[hello@noircase.com](mailto:hello@noircase.com)

[noircase.com](http://noircase.com)

508 Al-Mustfa Tower, Islamabad

**London, UK:**

+44 7770 384010

[hello@noircase.com](mailto:hello@noircase.com)

[noircase.com](http://noircase.com)

2 Gresham Road, Uxbridge