SAINUL ABIDEEN

Passionate UI Designer with over 15 years of experience in advertising agencies and corporate marketing departments. Expertise in creating visually compelling design solutions for digital, print, and social media platforms. Extensive experience in the production of advertising and marketing materials, with a strong understanding of printing processes and best practices. Proven track record in leading creative teams, managing projects, and collaborating with clients to achieve their branding and marketing goals.



PHONE. (+966) 056 305 7126

EMAIL. abiceepy@gmail.com WEBSITE. www.abicp.in

ADDRESS. Khalid Bin Waleed, Jeddah, Saudi Arabia

SKILLS

Adobe Photoshop		
Adobe Illustrator		
Adobe InDesign		
Adobe Premier		
Adobe After Effects		•
Adobe Dimension		
Adobe XD		Ð
Character Animator	• • • • • • •	Ð
Cinema 4D	• • • • • • •	•
Midjourney ai		Ð

EDUCATION

PRESENT

MSC VISUAL COMMUNICATION Bharatiar University, Coimbatore, India

2002 - 2003

AMSP (DIPLOMA IN MULTIMEDIA) Arena Multimedia, Kerala, India

1999 - 2002

BACHELOR OF ARTS University of Calicut, Kerala, India

WORK EXPERIENCE

ART DIRECTOR

First Fix, Jeddah, Saudi Arabia - www.firstfix-ksa.com

- Brand identity creation and Consistency Maintenance
- Creating visual concepts aligned with the company's brand and project
 goals
- Leading the design of marketing materials, presentations, brochures, and advertisements.
- Working closely with marketing, sales, and project teams to develop creative strategies.
- Introducing fresh ideas to communicate complex construction projects
 effectively.
- Utilize the latest design software and tools to enhance efficiency and creativity in the design process.

ART DIRECTOR / STUDIO MANAGER

Cigalah Group, Jeddah, Saudi Arabia - www.cigalah.com

- Creating and executing innovative marketing campaigns that align
 with the brand's strategy
- Designing packaging, advertisements, social media content, and other marketing collateral
- Overseeing the visual identity of the brand, ensuring consistency across all marketing materials, including packaging, advertising, and digital content
- Coordinating the production of marketing materials, ensuring they are completed on time and within budget
- Staying updated on industry trends to create relevant and impactful designs

ART DIRECTOR

Naghi Group, Jeddah, Saudi Arabia - www.naghi-group.com

- Creating and executing innovative marketing campaigns that align with the brand's strategy
- Designing packaging, advertisements, social media content, and other marketing collateral
- Overseeing the visual identity of the brand, ensuring consistency across all marketing materials, including packaging, advertising, and digital content
- Staying updated on industry trends to create relevant and impactful designs

2018 -

2011 - 2017

2023

- 2024

2023

EXPERTISE

Concept Ideation	•••••
Visualization	•••••
Art Direction	• • • • • • • •
Photography	• • • • • • • •
Printing Knowledge	•••••

BRANDS

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LANGUAGE

	TYPE	READ	SPEAK
English	• • •	• • •	• • •
Arabic	• • •	• • •	•••
Hindi	• • •	• • •	• • •

REFERENCES

MR. MANAL HADDAD General Manager

(+966) 50 460 1187 Cigalah Group, Jeddah, Saudi Arabia

MR. JOHN V. WHITE Manager, Marketing Services Div.

(+30) 694 801 7277 Naghi Group, Jeddah, Saudi Arabia

WORK EXPERIENCE

SR. CG ARTIST

2011

2011 -

2010

i,

2003

Loays Links Advertising, Jeddah, Saudi Arabia

- Generate clear ideas and concepts in tandem with the copywriter
- Produce sketches, storyboards, roughs to visualize ideas
- Designing packaging, advertisements, social media content, and other marketing collateral
- Understand marketing initiatives, strategic positioning and target
 audience
- Cooperate with the rest of the creative team across different types of media
- \cdot $\,$ Take work from concept to final execution within deadlines

SR. CG ARTIST

I.M.C. Advertising Private Limited, Kerala, India

- · Generate clear ideas and concepts in tandem with the copywriter
- Produce sketches, storyboards, roughs to visualize ideas
- Designing packaging, advertisements, social media content, and other marketing collateral
- Understand marketing initiatives, strategic positioning and target
 audience
- Cooperate with the rest of the creative team across different types of media
- \cdot Take work from concept to final execution within deadlines

