



Saiful Islam

Brand Visual Manager | Creative Strategist

“ From Concept to Creation ”

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Education

Peoples University of Bangladesh
Bachelor of Science in CSE
(2014-2017)

Mirpur Institute of Science &
Technology
Diploma in Computer Technology
(2010-2014)

Govt. Science College Attached High
School
SSC - (Group - Science)
(Batch - 2007)

Soft Skills

- creative
- quick & self learner
- out of box thinker
- team player
- leadership
- Project Management

Languages

Bengali Native
English Professional

Socials

- Facebook
shurzo.saif
- LinkedIn
shurzosaif

Portfolio

Bē behance
shurzo

Employment

- Apr 2017 - Ongoing

ismartu TECNO
itell Deputy Manager - Creative
ismartu Technology BD LTD.
Ex -Transsion Bangladesh Ltd.

Dhaka, Bangladesh

- Apr 2020 - Jul 2024

Senior Executive - Creative

- Apr 2020 - Mar 2021

Senior Executive - Creative

- Apr 2017 - Mar 2020

Creative Design Executive

Leading the visual team, generating innovative creative concepts, and executing design projects. Developing comprehensive marketing communication strategies. Enhancing packaging design and visual branding including retail & market branding. Managing brand visual including itel, TECNO, Villaon, Revoo Electric Bike & TECNO AIOT.

Promoted to Senior Executive, I expanded my responsibilities in branding and motion design. Successfully developed and implemented impactful visual campaigns for itel and TECNO.

Responsible for creating compelling visual content for social media marketing. Collaborated closely with the BTL team to develop branding and marketing elements for itel and TECNO.

Collaborated with the Marketing team to conceptualize and execute creative design solutions and rich media advertisements for both offline and online platforms.

Provided creative support for static and 2D motion graphics within Bangladesh's emerging e-commerce sector.

Commenced my professional career as a Graphic Designer. Developed a variety of website banners and logos.

- Jan 2017 - Mar 2017

itell Creative Designer
itel Mobile Bangladesh
Dhaka, Bangladesh

- Jan 2016 - Dec 2016

Jadroot Creative Designer
Jadroot E-commerce
Dhaka, Bangladesh

- June 2015 - Dec 2015

i3 Graphic Designer
i3 intelligence BD
Dhaka, Bangladesh

Honors & Awards

Quarterly
Award
Q2, 2022

Best
Performance
Award

Transsion
Bangladesh Ltd.

STAR
OF THE YEAR
BANGLADESH 2022

Best Efficiency
Award 2022

Gold Award

Transsion
Bangladesh Ltd.

5
YEARS OF SERVICE
AWARD

5 Years of Service
Award

November 2022

Transsion
Bangladesh Ltd.



Creative Genius
Award

January 2025

ismartu Technology
BD Ltd.

Tools

Ps
Photoshop

Ai
illustrator

Ae
After Effects

Dn
Dimension

Pr

Adobe PDF

Lr

Xd

VS Code

Figma


HTML

CSS

● Major Projects Contribution


TECNO SPARK Music Fest

1. Creative route plan
2. Key Visual development
3. Social media design development
4. Offline & promotional design materials development
5. PR media visual coverage
6. Event visual materials support

 [Event Highlights](#)

TECNO CAMON Fashion Festival

1. Creative route plan
2. Key Visual development
3. Social media design development
4. Offline & promotional design materials development
5. PR media visual coverage

 [Event Highlights](#)


Era of TECNO AI Event & Largest TECNO Brand Outlet Opening

1. Creative route plan
2. Key Visual development
3. Social media design development
4. Offline & promotional design materials development
5. PR media visual coverage.
6. Event visual materials support.

 [Event Highlights](#)

TECNO x Bangladesh Football Federation (BD vs SG match)

1. TECNO Branding coverage inside & outside of stadium.
2. TECNO promotion & engagement booth design.
3. Social media design coverage.
4. PR media visual development.

 [Event Highlights](#)

● Courses



How to use ChatGPT and Generative AI to help create content

From **Udemy**



Introduction to Generative AI

From **Google Cloud Skills Boost**



Introduction to Image Generation

From **Google Cloud Skills Boost**

● References

Abrar Ur Rahim

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Kowshik Kumar Basu roy

Head of AIoT & Laptop BU (TECNO)
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