



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

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Employment

- Apr 2017 - Ongoing

ismartu Aug 2024 - Ongoing
TECNO 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

- Jan 2017 - Mar 2017

itel 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

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, Villalon, 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.

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
 November 2022
 Transsion Bangladesh Ltd.

Creative Genius Award
 January 2025
 ismartu Technology BD Ltd.

Tools

- Photoshop
- illustrator
- After Effects
- Google AI
- Adobe Firefly
- ChatGPT
- Pr
- Dn
- Lr
- HTML
- CSS

● Major Projects Contribution

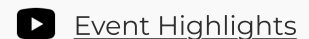
TECNO SPARK Music Fest

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



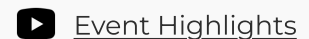
TECNO CAMON Fashion Festival

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



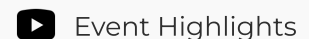
Era of TECNO AI Event & Largest TECNO Brand Outlet Opening

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.



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.



● 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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mail : kowshik.bose@transsion.com