



ASLAM KABEER

SENIOR ART DIRECTOR

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PORTFOLIO:

www.aslamak.xyz



AS A PASSIONATE DESIGNER, I AM DRIVEN BY THE POWER OF CREATIVE EXPRESSION AND THE ABILITY TO CAPTIVATE AUDIENCES THROUGH ENGAGING VISUALS ACROSS INDUSTRIES SUCH AS INFORMATION TECHNOLOGY, AUTOMOTIVE, FASHION, AND LIFESTYLE.

SUMMARY

Creative and detail-oriented Senior Art Director with 19 years experience in designing and directing editorial layouts for magazines. Proven expertise in developing strong visual identities, managing end-to-end magazine production, and transforming editorial concepts into impactful, reader-centric designs. Skilled in leading cross-functional creative teams, and overseeing typography, photography, and illustration while maintaining brand consistency across both print and digital platforms. Adept at meeting tight deadlines without compromising design quality. Additionally, experienced in creating pitch deck presentations, case studies, Whitepaper, newsletters, social media creatives, backdrop banners, and all types of creative artworks.

KEY SKILLS

- **EXPERTISE** in typography, color theory, composition, and visual hierarchy to create visually appealing magazine layouts.
- **PROFICIENT** in Adobe InDesign, Photoshop, and Illustrator to design layouts, manipulate images, and create illustrations.
- **ABILITY** to generate innovative design concepts aligned with brand identity and current design trends.
- **MANAGE** multiple projects simultaneously, meeting strict deadlines with meticulous attention to detail.
- **STRONG** interpersonal skills to collaborate with stakeholders, receive feedback, and contribute to a team-oriented environment.
- **RESOURCEFUL** in finding creative solutions to design challenges and technical issues.
- **KNOWLEDGE** in printing processes, color profiles, image resolutions, and file preparation for print.

SOFTWARE
KNOWLEDGE

Adobe InDesign



Adobe Photoshop



Adobe Illustrator

PROFESSIONAL EXPERIENCE

- With extensive experience in editorial design, I have honed my skills across diverse industries including Automotive, Technology, Fashion, Lifestyle, B2B, Health, and Logistics.
- I have led the creative direction and execution of high-impact magazines, from concept development to final print and digital distribution.
- My role has involved developing compelling visual narratives, crafting cohesive layout systems, and establishing design styles that align with brand identity and editorial tone.
- Responsible for planning, designing, and overseeing the visual elements of publications such as magazines, newspapers, books, or digital editions.
- Collaborate closely with editorial, marketing, and production teams to unify design with content and brand strategy.
- Supervise and mentor a team of graphic designers, illustrators, photographers, and color correctors.
- Approve final artwork, ensuring design excellence, production standards, and consistency across issues.
- Prepare files for print or digital publication, ensuring accuracy in formats, specifications, color management ensuring all visual elements are completed on time.

DECEMBER 2020 – FEBRUARY 2025

- **Company:** American Technology Consulting (atc.), Head Office – Iowa, USA. IND Office – Chennai, India
- **Designation:** Creative head, Publishing Designer
- **Projects:** Unboxed Magazine (IND, USA), Auzmor (USA), Madison Metropolitan Sewerage District (USA), Southeast Michigan Council of Governments (Semcog, USA), HyCite Enterprises (USA), Iowa State University (USA), Perfict Global (USA), Stubbs Engineering (USA), San Francisco Renters Board (USA), Mel bond Ministries (USA), Revelation Church (USA), Tuffsacks – (USA), Tusker Hydraulics (USA), Burger & Curries (USA), Endless beauty & Health (USA), Cloud 9 (USA).

atc. partner with entrepreneurs and businesses to build products that solve everyday problems through creative use of technology.

Unboxed Magazine: A Tech magazine published on behalf



Creative and
Innovation



Conceptualization



Time
Management



Accuracy and
Attention



Meeting
Deadlines

of American Technology Consulting, to deliver insight, perspective and analysis that is otherwise hard to find in tech journalism.

PLUS – Served as a “Design Consultant” for India's #1 automobile publication, **Autocar India**, specializing in Branded content layouts from 2023 to 2024.

OCTOBER 2015 – OCTOBER 2020

- **Company:** GTO Publishing, Pune, India
- **Designation:** Senior art director
- **Projects:** evo India, Fast Bikes India, Motorsport India, Offroad, Just Urbane.

GTO PUBLISHING is an amalgamation of 5 highly engaging magazines with spectacular content created by auto enthusiasts.

evo India is a monthly magazine, devoted to the Thrill of driving.

Fast Bikes India is a monthly magazine caters exclusively to the Indian two-wheeler enthusiast with its award-winning content.

Motor Sport India is a bi-monthly magazine Published in association with the FMSCI.

Off Road is a credible, authoritative and stand-alone magazine devoted to the burgeoning off- road culture in India and abroad.

Just Urbane is India's youngest and fastest growing men's lifestyle magazine.

JULY 2011 – AUGUST 2015

- **Company:** Watermark International FZE, Sharjah, UAE
- **Designation:** Art editor
- **Projects:** Facility Insight, InTouch.

WATERMARK INTERNATIONAL is an advertising and marketing company offering a one-stop shop for all corporate communication needs. With a strategic blend of creativity and innovation, the company delivers impactful solutions across branding, design, digital media, and print.

Facility Insight – Middle East Facility Management Association.

InTouch – National Bank of Fujairah (NBF).

NOVEMBER 2006 – MAY 2011

- **Company:** Group Infinity, JLT, Dubai, UAE
- **Designation:** Art editor
- **Projects:** Capital Talk, Centre Stage, The Link, B+ Positive, Probiz, City Pulse and Metro woman.

GROUP INFINITY is a publishing and media house with 7 magazines, monthly and bi-monthly.

Capital talk is a monthly magazine for Abu Dhabi Co-operative society in both English and Arabic.

CentreStage is a magazine for Landmark group.

The Link is a bi-monthly magazine for Supply Chain and Logistics group. (SCLG)

Be Positive is a bi-monthly health magazine for Al Zahra hospital.

Probiz is a bi-monthly magazine for Indian Business & Professional Council (IBPC).

CityPulse is a monthly magazine for Apella group.

Metro Woman is a Quarterly fashion magazine.

OCTOBER 2005 – OCTOBER 2006

- **Company:** Excel Media, Dubai Media City, UAE
- **Designation:** Graphic designer
- **Activity:** Advertising and marketing

EXCEL MEDIA is a creative firm that specializes in developing, planning, and executing marketing and communication strategies for brands.

QUALIFICATION & PERSONAL INFORMATION

- **Studied:** BSc. Visual Communication
- **Year:** 2001-2004
- **College:** Hindusthan college of arts and science
- **Place:** Coimbatore, Tamil Nadu, India.
- **Nationality:** Indian
- **D.O.B:** 13.05.1982
- **Speaks & writes:** English, Hindi, Malayalam & Tamil.

Reference Person: Mr. Afzal Rawuther, Editor, Unboxed Magazine, Contact: +91 99754 99140



I AM EXCITED TO CONTRIBUTE MY SKILLS AND CREATIVITY TO YOUR TEAM, PLAYING A PIVOTAL ROLE IN CRAFTING EXCEPTIONAL LAYOUT DESIGNS THAT RESONATE WITH AUDIENCES AND DRIVE SUCCESS FOR YOUR ORGANIZATION.

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