



# ASLAM KABEER

## ART DIRECTOR, CREATIVE DESIGNER

Magazine, Brand & Marketing Design Specialist

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### PORTFOLIO

[www.aslamak.xyz](http://www.aslamak.xyz)



DRIVING  
CONSISTENT,  
HIGH-QUALITY  
DESIGN  
SOLUTIONS  
THROUGH  
STRATEGIC ART  
DIRECTION,  
PRODUCTION  
MANAGEMENT,  
AND DEADLINE-  
FOCUSED  
EXECUTION.

## PROFESSIONAL SUMMARY

Creative Designer and Art Director with over a decade of experience delivering impactful brand identities, editorial designs, and end-to-end print and digital communication solutions across the UAE, India, and the USA. Proven expertise in visual storytelling, creative direction, publication design, and marketing collateral, with a strong focus on brand consistency and high-quality execution. Adept at managing multiple projects in fast-paced environments, collaborating with cross-functional teams, and delivering innovative design solutions that align with business and marketing objectives.

## CORE SKILLS

- Creative & Art Direction
- Brand Identity Development
- Print & Digital Publishing
- Concept Development & Visual Storytelling
- Editorial & Magazine Design
- Pitch Deck & Case Study Design
- Webinar & Presentation Design
- Catalogue, Poster & Flyer Design
- White Papers, Annual Reports & Newsletter Design
- Billboard & Out-of-Home (OOH) Advertising
- Social Media & Digital Asset Design
- Color Management & Print File Preparation
- Team Leadership & Mentoring
- Layout Design, Typography & Grid Systems
- Marketing & Corporate Collateral Design
- Pre-Press & Print Production
- Adobe InDesign, Photoshop & Illustrator
- AI Tools: Adobe Firefly, Claude & ChatGPT

SOFTWARE  
KNOWLEDGE

Adobe InDesign



Adobe Photoshop



Adobe Illustrator

## PROFESSIONAL EXPERIENCE

## NOVELTY VISIONS PVT LTD. – KERALA, INDIA

## Design Head (Oct 2025 – Present)

- Led the creative vision and design strategy across print, digital, branding, and marketing initiatives.
- Led the creative vision and design strategy across print, digital, branding, marketing, and OOH advertising initiatives.
- Managed and mentored a team of designers, ensuring high-quality output and consistent brand execution.
- Directed end-to-end creative projects, from concept development to final production, meeting business objectives and deadlines.
- Collaborated with marketing, product, and leadership teams to develop impactful campaigns and communication materials.
- Established and maintained brand guidelines, ensuring consistency across all customer touchpoints.
- Oversaw editorial design, corporate publications, annual reports, brochures, catalogs, presentations, and digital assets.
- Streamlined creative workflows, implemented design best practices, and improved team productivity.
- Reviewed and approved creative deliverables, providing constructive feedback to maintain design excellence.

**Key Clients:** Future farms, Hummock Villas, Mountain Breeze, Murbad Farms, Sea Hydro, Serene Estates, Sierra Farms, Wayford International.

## AMERICAN TECHNOLOGY CONSULTING (atc.) – USA, INDIA

## Creative Head (Dec 2020 – July 2025)

- Led creative direction and visual strategy for Unboxed Magazine (USA editions) and Ad creatives.
- Designed and produced pitch decks, whitepapers, case studies, webinar materials, newsletters, social media assets, event banners, Stall booth designs and marketing collateral for ATC's US-based clients.
- Managed end-to-end production from concept to final print and digital delivery.
- Designed and maintained cohesive layout systems and brand identities.
- Collaborated with editorial, marketing, and production



Creative and  
Innovation



Conceptualization



Time  
Management



Accuracy and  
Attention



Meeting  
Deadlines

teams across geographies.

- Supervised and mentored designers, illustrators, and color correction teams.
- Approved final artwork ensuring brand consistency, production accuracy, and quality control.

**Key Clients:** Unboxed Magazine, Auzmor, Magic Studios, Madison Metropolitan Sewerage District, SEMCOG, HyCite Enterprises, Iowa State University, San Francisco Renters Board, Stubbs Engineering, Perfect Global, Tusker Hydraulics, Tuffsacks FIBC bags, SEA hydrosystems, Burger & Curries and Cloud 9.

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**ADDITIONAL ROLE:** Autocar India - Design Consultant (2023–24)

- Specialized in branded content and editorial layout design, leveraging Adobe InDesign master pages, paragraph styles, character styles, and grid systems to create visually consistent, production-ready, and brand-compliant publication.

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#### **GTO PUBLISHING – PUNE, INDIA**

**Senior Art Director (Oct 2015 – Oct 2020)**

- Headed art direction for high-circulation automotive and lifestyle magazines.
- Designed and produced ad creatives, coffee table books, event banners, Autoexpo tabloids, booklets, media kits, newsletters, emailers, brochures, subscription forms, and social media assets for digital platforms.
- Led conceptualization and design of covers, layouts, and visual assets for print and digital publications.
- Worked closely with editors and photographers to produce award-winning layouts.
- Created brand-aligned visual identities and editorial layouts in collaboration with editors and photographers.

**Key Clients:** evo India, Fast Bikes India, Motorsport India, Off Road, Just Urbane, Mercedes Benz, Mahindra, Toyota, Tata, Audi, Hyundai, Skoda, FMSCI, MV Augusta and TVS.

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#### **WATERMARK INTERNATIONAL FZE – SHARJAH, UAE**

**Art Editor (July 2011 – Aug 2015)**

- Led design and layout for corporate and B2B publications.



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.

## PORTFOLIO

[www.aslamak.xyz](http://www.aslamak.xyz)

- Designed print assets such as artworks, brochures, exhibition stalls, media kits, leaflets, and social media creatives.
- Managed end-to-end artwork production, ensuring print accuracy and timely project delivery.
- Designed engaging visual communication materials that strengthened brand identity across multiple platforms.
- Collaborated with cross-functional teams to deliver creative solutions aligned with marketing objectives.

**Key Clients:** Facility Insight (MEFMA), InTouch (NBF), BiziGolf (Autism UAE), Loyal Textiles, Aurion and Saagar Oil.

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### GROUP INFINITY – JLT, DUBAI, UAE

**Art Editor** (Nov 2006 – May 2011)

- Managed art direction for 7 magazines.
- Designed bilingual layouts for corporate clients.
- Responsible for planning, designing, and overseeing the visual elements of publications such as magazines, newspapers, tabloids for digital editions.

**Key Clients:** Capital Talk (Adcoop), Centre Stage (Landmark), The Link (SCLG), B+ Positive (Al Zahra Hospital), CityPulse (Apella group), Probiz, Metro Woman and Airtel.

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### EXCEL MEDIA – DUBAI MEDIA CITY, UAE

**Graphic Designer** (Oct 2005 – Oct 2006)

- Designed advertising and marketing creatives for corporate clients across print media.
- Supported branding, print, and promotional campaigns.

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## EDUCATION & ADDITIONAL INFO

**Studied:** BSc. Visual Communication

**College:** Hindusthan College, Bharatiyar University

**Year:** 2001 – 2004

**Place:** Coimbatore, Tamilnadu

**Nationality:** Indian

**Languages Known:** English, Malayalam, Hindi, Tamil

**Place:** Thiruvananthapuram, Kerala.

**Availability:** Immediate Joining (Onsite, Hybrid, Remote)