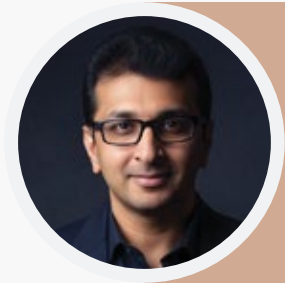


SAINUL ABIDEEN

ART DIRECTOR | DIGITAL & AI MARKETING

Passionate Art Director with 15+ years in advertising, blending creative design, digital strategy, and AI innovation. Skilled in conceptual design, campaign creation, and brand storytelling across ATL, BTL, and digital platforms. I leverage AI tools and digital marketing expertise to craft impactful, performance-driven brand experiences.



PHONE.
(+966) 056 305 7126

WEBSITE.
www.abicp.in

EMAIL.
abiceepy@gmail.com

ADDRESS.
Khalid Bin Waleed, Jeddah, Saudi Arabia

SKILLS

Adobe Photoshop	●●●●●●●●●●
Adobe Illustrator	●●●●●●●●●●
Adobe InDesign	●●●●●●●●●●
Adobe Premier	●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●
Adobe Dimension	●●●●●●●●●●
Cinema 4D	●●●●●●●●●●
Wordpress	●●●●●●●●●●
Shopify	●●●●●●●●●●
Figma	●●●●●●●●●●
AI	Midjourney Leonardo Runway ML Firefly

CERTIFICATIONS

	Unilever Digital Marketing Analyst Specialization - Unilever
	Google Ads Display Certification - Google Digital Academy (Skillshop)
	On-Page SEO Essentials - Semrush

EDUCATION

2002 - 2003	AMSP (DIPLOMA IN MULTIMEDIA) Arena Multimedia, Kerala, India
1999 - 2002	BACHELOR OF ARTS University of Calicut, Kerala, India

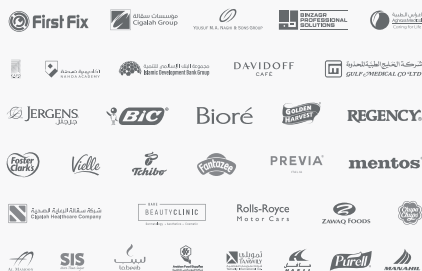
WORK EXPERIENCE

2023 - PRESENT	ART DIRECTOR First Fix, Jeddah, Saudi Arabia - www.firstfix-ksa.com <ul style="list-style-type: none">Brand identity creation and Consistency MaintenanceCreating visual concepts aligned with the company's brand and project goalsLeading 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.
2018 - 2023	ART DIRECTOR / STUDIO MANAGER Cigalah Group, Jeddah, Saudi Arabia - www.cigalah.com <ul style="list-style-type: none">Creating and executing innovative marketing campaigns that align with the brand's strategyDesigning packaging, advertisements, social media content, and other marketing collateralOverseeing the visual identity of the brand, ensuring consistency across all marketing materials, including packaging, advertising, and digital contentCoordinating the production of marketing materials, ensuring they are completed on time and within budgetStaying updated on industry trends to create relevant and impactful designs
2011 - 2017	ART DIRECTOR Naghi Group, Jeddah, Saudi Arabia - www.naghi-group.com <ul style="list-style-type: none">Creating and executing innovative marketing campaigns that align with the brand's strategyDesigning packaging, advertisements, social media content, and other marketing collateralOverseeing the visual identity of the brand, ensuring consistency across all marketing materials, including packaging, advertising, and digital contentStaying updated on industry trends to create relevant and impactful designs

EXPERTISE

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

BRANDS



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

2011 - 2011

SR. CG ARTIST

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
- Take work from concept to final execution within deadlines

2003 - 2010

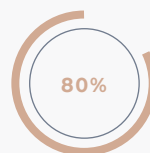
SR. CG ARTIST

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
- Take work from concept to final execution within deadlines



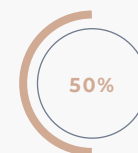
PRINT DESIGN



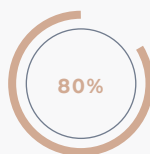
WEB / MOB APPS UI



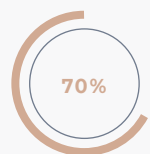
VIDEO EDITTING



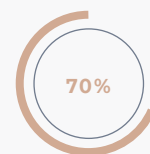
AI



WORDPRESS



GOOGLE ADS



META ADS



SEO

PORTFOLIO

