



Muhammad Kashan Abedin

I am a Multidiscipline Art Director, having 10 years of experience exploring myself in the field of design. It's a never ending journey of passion and love for creativity that led to a diverse portfolio that includes :
DESIGN, DIRECTION & MOTION

ACADEMICS

Bachelor In Communication Design - 2005

Major : Animation/Design

Department of Visual Studies, University of Karachi, Pakistan

EXEPRIENCE

Project Manager/Art Director

Colour Tree Productions FZ LLC [www.colourtrees.ae][March 2013 - Till Present | Dubai]

Managing and Art Directing a team of Artist, Digital Designers and Animators to produce creative solutions.

RESPONSIBILITIES : Identify, Research, and Analyse Client's requirement | Brand Design Strategy |

Team Building | Creative Management | Asset Development | Planning and Executing Vidoe Pre-Production, Production and Post | Digital Media Campaigns

ACHIEVEMENTS

- Founded Video Productions Department and successfully delivered projects for **Noor Al Mustaqbal, Marriott, Samsung, Saudi Investment Bank**, etc.
- Won and Executed Interactive Presentation and Video Campaign for **European Wax Center**.
- Done media coverage for **Shell, Nissan, JW Marriott, Robot Expo, Samsung NX Mini** etc.
- Building and Managing a team of 8 creatives including Animators & Designers.

Senior Art Director

INTERNATIONAL NOMADS [www.in-hq.com] [Sep 2009 – Dec 2012 | Riyadh-Saudi Arabia]

Lead Art Director for Video Production | Motion graphics | Branding & Packaging | Digital Media Campaigns Design & Development etc for some of the biggest brands in Kingdom, including :

Carrefour | STC | Microsoft | SAFIO Milk | KUDU | Jarir Books | Ministry of Health

Some of the Advertising Agencies we served : **FP7 Riyadh | EURO RSCG Riyadh | TBWA RAAD Riyadh.**

ACHIEVEMENTS

- Won Carrefour Saudi Digital Media Campaign Account from Euro RSCG Riyadh.
- Carrefour Saudi Website was named the Best Designed Carrefour Website out 40 International Websites.
- Carrefour Digial Campaign exceeded the results by 500% reaching upto 500k Facebook Fans in 15 Months.
- Founded Video Productions Department and successfully delivered projects for STC, KUDU, Carrefour, ITC etc.
- Won SAFIO MILK Digital Media Campaign Account.
- Won ITC - Integrated Telecom Company Digital Media & Video Production Account.
- Building and Managing a team of 7 creatives including Animators, Designers and Developers.

Team Lead-Art Director

PRIMERO SOLUTION [Sep 2008 – Aug 2009 | Karachi]

Managing and Art Directing a team of 10 designers and animators working over diverse projects including the Motion Graphics | Branding & Packaging | 3d Architecture Visualization etc

Major Projects : Skymax Burj Al-Ain - Dubai | Dream Harbour - Dubai

Senior Motion Graphics Artist

GEO TELEVISION NETWORK [Dec 2005 - Oct 2008 | Karachi]

Art Direction | Broadcast Design & Animation | Promotion Strategy & Concepts Development | Video Shoot Planning & Production | Program Packaging | Printing & Packaging.

Visiting Lecturer

PAFKIT UNIVERSITY [Dec 2007-Aug 2008 | Karachi]

2d Digital Animation

Graphics Designer

PRISLOGIX [Jan 2004 –June 2005 | Karachi]

Interactive Flash cd presentation, Website Design, Printing & Packaging.

SKILLS

Adobe Photoshop | Adobe After Effects | Adobe Illustrator | Adobe Premiere | Adobe Flash |
Adobe Indesign | Maya

INTERESTS