

Aftab Ayub Onick

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ABOUT ME

Visionary visualizer with 3+ years of experience creating high-impact visuals that resonate with audiences. Expertise includes graphic design, motion graphics and 2D/3D animation. Proven ability to lead teams, collaborate with 30+ brands, and deliver campaigns with a 10 million+ reach. I get really excited to see new technologies and AI, leveraging them to deliver compelling visual narratives and drive meaningful impact.

WORK EXPERIENCE

Visualizer

Shade Innovations [01/01/2025 – Current]

Shade Innovations is a tech-forward company that merges hardware and software expertise, offering premium audio devices alongside custom digital solutions like corporate branding, app development, and marketing strategies tailored to modern business needs.

- Conceptualized and executed monthly content plans (15+ static/dynamic) for Sound X, driving 20k+ follower growth and a 50% sales rate increase during a one-day sales campaign.
- Designed print materials & logistics (magazine ads, mugs, calendars, boxes, ID cards, visiting cards) for Shade Innovations, Sound X, and Eram Pharma.
- Developed a 3D product model and motion promo video for Sound X, achieving 30k+ views.
- Optimized a responsive website with static/motion content for Sound X, contributing to 20% of total orders via the platform.

Creative director

Legit Banda [01/11/2023 – 28/02/2025]

Legit Banda is a talent management platform connecting brands with social media creators through streamlined partnerships and strategic content planning.

- Created the complete brand identity & brand guidelines for Legit Banda, including the iconic blue and yellow color scheme and distinctive tick symbol.
- Designed all event logistics for 6 events, including ID cards, banners, posters, x-banners, LED visuals, certificates etc.
- Lead and guide the social media content creation process, collaborating with a design agency to ensure brand consistency and strategic alignment.
- Manage and mentor a team of external designers, providing art direction and ensuring high-quality deliverables.

Visualizer

Bengal Digital Solution [10/09/2024 – 10/12/2024]

Bengal Digital Solutions is a digital advertising agency focused on creating campaigns that drive measurable results by collaborating with brands to design and execute strategies across platforms.

- Designed social media content for multiple premium brands including Crush Station, Zaker Dairy, Nail It and Fashionik, delivering almost 50 monthly deliverables that generated over 1 million combined views across platforms.
- Led end-to-end video production for the viral 'Moner Manush' social media campaign for Crush Station, producing 8 campaign videos that amassed 700k views and drove significant brand engagement.
- Conceptualized and executed 5 direct marketing videos for Bengal Digital Solution, managing the entire production process from planning and shooting to post-production.
- Created compelling 3D CGI videos for pitch presentations, enhancing the agency's new business proposals and contributing to client acquisition efforts.

Visualizer

Barta [01/02/2023 – 01/08/2024]

Barta is a digital marketing agency specializing at connecting brands with audiences, blending creativity with data-driven strategies to inspire engagement and results.

- Conceptualized and designed over 100 engaging social media content(static & dynamic) pieces for 20+ diverse brands.
- Created the 2023 edition of "Blue Angel" the yearly magazine for the Bangladesh Air Force, showcasing strong layout and design skills.
- Developed comprehensive event materials for the "Let's Vibe with Talpatar Shepai" concert, ensuring a visually cohesive and impactful brand experience.
- Collaborated with notable clients such as Obhizatrik Foundations, Dhaka Broadcast, Crust & Beans, Japan Auto Market, Unique Destinations, La Grace etc. to create visually appealing content that aligns with their brand identities.

Graphic designer

Uddokta 101 [01/09/2021 – 01/03/2022]

Uddokta 101 is Bangladesh's first entrepreneurship accelerator program (by Dhaka University & BRAC Bank), designed for experienced entrepreneurs.

- Developed visual assets for Uddokta 101, an entrepreneurship accelerator program in partnership with BRAC Bank and the University of Dhaka.
- Designed social media content and event logistics and materials to create a cohesive and engaging experience for participants and stakeholders.

Visualizer

Cricket Lab [01/08/2020 – 01/09/2021]

Cricket Lab is a social media platform dedicated to cricket enthusiasts, aggregating news, updates, and community engagement for fans worldwide.

- Designed over 100 social media posters, enhancing brand visibility and engagement across various platforms.
- Edited and produced 30+ promotional videos, utilizing creative storytelling to effectively communicate Cricket Lab's message.
- Redesigned the brand identity, including a refreshed logo and logo animation, to establish a modern and cohesive visual presence.
- Stayed updated on industry trends and design techniques to continuously improve the quality of visual content, growing social media followers by 400%.

EDUCATION AND TRAINING

Bachelor of Education

University of Dhaka [01/01/2020 – 01/12/2024]

City: Dhaka | Country: Bangladesh | Website: <https://www.du.ac.bd/> | Field(s) of study: Education | Final grade: 3.44 | Level in EQF: EQF level 6

HSC

Mohammadpur Govt. College [01/06/2017 – 30/04/2019]

City: Dhaka | Country: Bangladesh | Website: <https://mgcdhaka.edu.bd/> | Level in EQF: EQF level 4

SSC

Chakaria Korak Biddyapith

City: Cox's Bazar | Country: Bangladesh | Website: <https://ckb.edu.bd/> | Level in EQF: EQF level 3

EXTRACURRICULAR ACTIVITIES

[01/02/2023 – 01/02/2024]

IT SECRETARY | DHAKA UNIVERSITY STUDENT ASSOCIATION OF CHAKARIA

- Designed 30+ social media posts for DUSAC
- Developed 10+ printing materials like Invitation Card, Banners, Poster etc.
- Designed the yearly magazine of DUSAC

[01/08/2023 – 01/04/2024]

GENERAL MEMBER | DHAKA UNIVERSITY IT SOCIETY

- Conducted a session on 'Graphic Design 101' with 30+ participants.
- Conducted a session on Branding in Graphic Design with 50+ participants.
- Facilitated a 2-month long on-site paid course about design fundamentals.

HONOURS AND AWARDS

[03/2024] DUSAC

Best Performer Award

LANGUAGE SKILLS

Mother tongue(s): Bengali

Other language(s): English

DIGITAL SKILLS

Design

Adobe Audition / Adobe Photoshop / Adobe Illustrator / Adobe After Effects

Motion Graphics

Adobe Premiere Pro / Adobe InDesign

3D Animation/Cgi

Blender / fspy

Project Tools

Microsoft Office / Google Workspace / Trello

Ai

Chatgpt / Perplexity / Leonardo Ai / Flux Ai / Hey Gen

MANAGEMENT AND LEADERSHIP SKILLS

Project Management

Strategic planning

Art Direction

Design Management

Design Strategy

Creative Direction