

MD REAZ UR RAHMAN

Brand Designer | Creative Strategist | Visual & Motion Designer

Phone: +880 1894-087024 | Email: hello.mdreaz@gmail.com | Location: Dhaka, Bangladesh

PROFESSIONAL SUMMARY

Brand designer and creative strategist with 5+ years building brand identity, motion and campaign systems for SaaS, sports and retail clients. At JustGo, grew LinkedIn following 80% and shifted paid social creative to AI-assisted production, cutting turnaround time while lifting engagement. Comfortable owning a project end-to-end: strategy, design, motion, and print production.

LinkedIn Profile: www.linkedin.com/in/md-reaz-ur-rahman

Static & Motion Portfolio: <https://www.mdreaz.com/>

WORK EXPERIENCE

Creative Marketing Executive

JustGo — Hybrid

October 2025 – Present

- Created and managed 20+ monthly social and marketing assets across major platforms.
- Grew LinkedIn following from 5K to 9K+ (+80%) in under a year through a consistent content strategy.
- Created high-performing motion videos that achieved strong views and engagement across social platforms.
- Introduced AI-powered cinematic ads to create more engaging and premium marketing content.
- Designed creative assets for paid advertising campaigns that supported customer growth.

Graphic Designer

Poridhi.io — Remote

April 2024 – Sept 2025

- Produced 30+ short-form videos, reels and static posts for social media, increasing average viewer engagement.
- Developed print-ready merchandise assets, including jerseys, t-shirts, mugs, and stickers for events and competitions.
- Supported the marketing team with creative design concepts for advertising and social media.

Freelance Graphic Designer

Caparison Soft — Remote

February 2023 – April 2024

- Designed visuals for 4,000+ property listings, standardizing layout and style for consistent brand representation.
- Created customized marketing content (YouTube assets) to strengthen brand identity and client engagement.

PROJECTS

- Grangemouth Stadium Onsite Branding | Dec 2025 – Apr 2026 | Led end-to-end stadium branding, from location planning and design to print production and installation.
- PEAK Conference, Las Vegas & NSC, Melbourne | Led creative production for booth graphics, backdrops, flyers and merchandise for JustGo's conference presence.
- JustGo Product & SCV Social Campaign | Led creative production for social media campaigns promoting JustGo's new product and Single Customer View (SCV) feature.

SKILLS

Brand & Creative

Brand Identity • Creative Direction • Campaign Concepts • Visual Storytelling • Art Direction • Event Branding

Digital & Marketing

Social Media Design • Paid Advertising • SaaS Marketing • Content Design • Motion Graphics

Software

Photoshop • Illustrator • After Effects • Premiere Pro • Canva • CapCut • Rive • Blender • Kling AI • Adobe Firefly

EDUCATION

- Bachelor of Business Administration (Marketing)
East West University, Dhaka
CGPA: 3.14 / 4.00 | Study Period: 2021 – 2025