

MD FUAD HASAN

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PROFESSIONAL PROFILE

Senior Creative Director with 12+ years' experience leading brand strategy, packaging design, marketing communications and product innovation across FMCG, building materials, livestock, lighting engineering, corporate and pharmaceutical sectors. Proven ability to deliver visually compelling, market-driven solutions that enhance brand recognition and drive sales growth. Skilled in blending artistic vision with business strategy to deliver high-impact creative campaigns. Additional expertise in design and branding for handicrafts, folk art, terracotta, wood art, and metal art, bringing cultural depth and artisanal value to commercial projects.

KEY SKILLS

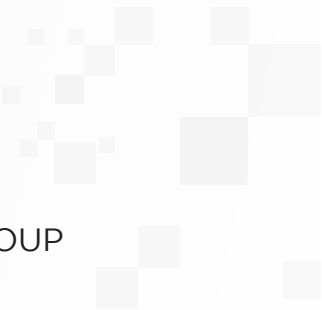
- Brand Identity & Strategy Development
- FMCG & Building Materials Packaging Design
- Creative Direction & Team Leadership
- Integrated Marketing Campaigns
- Pre-Press, POSM, Printing & Production Expertise
- Interior, Landscape & Exhibition Design
- Art Direction, Illustration & Composition
- Market Trend Analysis & Consumer Insights
- Vendor & Stakeholder Management
- Design & Branding for Handicrafts, Folk Art, Terracotta, Wood & Metal Crafts
- Cross-Cultural Brand Adaptation for Global Markets

PROFESSIONAL EXPERIENCE

Senior Creative Director – Akij Resources Ltd.

Dhaka, Bangladesh | 2022 – Present

- Lead creative and brand development for Akij Cement, Akij Ready Mix Concrete, Akij Feed, Akij Light Engineering, Akij Essentials, Akij Oasis and other building materials & FMCG brands.
- Designed integrated marketing campaigns combining print, digital, and environmental branding.
- Developed visual identity guidelines to ensure brand consistency across sales, marketing, and packaging.



Creative Director – Consumer Marketing Dept. of PARTEX STAR GROUP
Dhaka, Bangladesh | 2016 – 2022

- Directed packaging and product design for multiple FMCG brands, increasing shelf visibility and sales.
- Oversaw creative concepts for product launches in domestic and export markets (UK, USA, KSA, Arab countries).
- Collaborated with marketing teams to align design with consumer insights and market research.

Art & Creative Lead – Vertical, CONCORD-KEMIKO Pharmaceuticals Ltd.
Dhaka, Bangladesh | 2010 – 2016

- Specialised in design and branding for handicrafts, folk art, terracotta, woodwork, and metal crafts
- Delivered high-quality creative materials for corporate and pharmaceutical sectors.
- Managed end-to-end production, from concept sketches to press-ready designs.

EDUCATION

MFA, Graphic Design — University of Rajshahi, 2010

BFA, Graphic Design — University of Rajshahi, 2009

TECHNICAL SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign), AI Tools, Digital Illustration, Pre-Press, Visualization

LANGUAGES

English – Professional Proficiency

Bangla – Native

