

Ebna Mohammad Alve Araf

Associate Art Director

CONTACT

alvearaf.com | alvearaf@gmail.com | +88 015 7124 0555

linkedin.com/in/alvearaf | behance.net/alvearaf

PROFILE

Brand designer with 6+ years of experience across FMCG, beauty, retail, campaigns, outdoor and experiential communication. Over time, my role has expanded from hands-on design into concept development, art direction and visual systems across physical and digital touchpoints.

EXPERIENCE

Deputy Assistant Director, Creative & Design **Remark HB Limited**

Jul 2023 - Present

Define visual direction across campaigns, retail systems, POSM, outdoor communication and distribution materials.

Develop brand identities, campaign systems and digital creative in collaboration with marketing, production and cross-functional teams.

Lead and contribute to concept development, art direction and AI-assisted visual development across beauty, personal care, homecare and consumer brands.

Delivered 20+ outdoor branding projects across billboards, shop signage, posters and retail environments.

Led the visual direction of an invite-only beauty activation involving 150 influencers and generating 10.3M organic views.

Contributed to the visual direction and execution of a trade-fair environment recognized at the AmCham Bangladesh Best Stall Award 2025.

Executive Visualizer **Carrotcomm Limited**

Jan 2022 – Dec 2022

Developed visual systems across print, digital and event communication.

Supported brand activations, promotional campaigns and experiential projects while adapting campaign assets across multiple formats.

Executive Visualizer **Market Access Providers Limited**

Mar 2021 – Jan 2022

Delivered branding and design support for events, activations and integrated marketing campaigns.

Adapted visual assets across print and digital formats while maintaining consistency and production accuracy.

Graphic Designer
LYNX International

Nov 2020 – Feb 2021

Created brand identities, packaging and social media systems for startups and small businesses.

Helped early-stage brands establish cohesive visual communication within limited budgets.

Freelance Brand & Visual Designer
Independent Practice

Jan 2020 – Present

Develop brand identities, campaigns and visual systems for independent clients across identity, packaging, POSM and campaign communication.

EXPERTISE

Brand Identity & Visual Systems	Campaign Development
Art Direction	Retail & POSM Communication
Outdoor & Experiential	Packaging
Integrated Marketing Comm.	AI Visual Direction

EDUCATION

Bachelor of Business Administration
Bangladesh Open University • Currently enrolled

Graphic Design Bootcamp
UY LAB • Advanced Graphic Design

Google UX Design Coursework
Google Career Certificates • Coursera

LANGUAGES

Bangla, English