

MOHAMMAD RAFAT

DESIGNER | VIDEO EDITOR | BRAND BUILDER

+88 017 20 837100 mdrafat.remotework@gmail.com

<https://www.linkedin.com/in/mdrafat/>

www.mdrafat.com Mirpur, Dhaka, Bangladesh.

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CAREER SUMMMERY

Seasoned creative professional with over 10 years of experience in video editing, digital content creation, copywriting and UI/UX design. Successfully led a digital agency, delivering high-impact campaigns and visual content for SMEs and corporate brands. Proven track record in crafting engaging videos and visuals that align with brand voice and drive audience engagement. Seeking to leverage extensive industry experience for impactful digital projects on a global scale.

EXPERIENCE HIGHLIGHTS

FOUNDER

CREATIVE DIRECTOR

DESIGNER, EDITOR | UI & UX SPECIALIST

ADBONDZ, The Creative Cloud Agency
2017-Present

- **Leadership & Strategy:** Led business development, finance, recruitment, technology, and operations, expanding the agency's client base by 50% within three years. Crafted and implemented strategic roadmaps, boosting client retention by 30%.
- **Client-Centric Execution:** Crafted and executed tailored strategies, achieving a 95% client satisfaction rate and driving a 40% increase in repeat business.
- **Design & Post-Production:** Led the production of over 200 design and video projects, optimizing workflows to reduce delivery time by 25% without compromising quality by utilizing tools like Adobe Photoshop, Illustrator, Premiere Pro, After Effects and Figma along with Ai automations.
- **UX/UI Design:** Enhanced user engagement by 20% through user-centered design with comprehensive user experience research.
- **Brand Development:** Developed brand identities and communication strategies for 20+ clients, increasing brand recognition by 35%.

CREATIVE HEAD

DESIGNER | EDITOR

BONDZ LIMITED, 360 Agency

2020 - 2023

- **Digital Campaigns:** Managed and executed 50+ digital campaigns, boosting brand visibility by 45% and increasing social media engagement by 60%.
- **Content Creation:** Designed and produced a wide range of visual content, including promotional videos, social media graphics, and brand assets, using Adobe Creative Suite and Figma.
- **Brand Promotion:** Created visually compelling promotional materials that effectively conveyed brand messages which cause a 40% increase in audience reach and engagement effectively along with content/copy writing.

VIDEO EDITOR (REMOTE)

BUGBITE STUDIO, IT Firm

2018-2023

- **Motion Graphics:** Produced dynamic motion graphics and video content using Adobe After Effects, tailored to meet specific client needs and project goals.
- **Video Editing:** Edited high-quality videos that met client objectives, resulting in a 15% reduction in revision requests and a 98% on-time delivery rate that align with brand standards and storytelling objectives.
- **Project Execution:** Streamlined project workflows, leading to a 30% increase in overall project efficiency and a 25% reduction in turnaround time.

GRAPHIC DESIGNER

REVEN MADVERTISING, 360 Agency

2013 - 2017

- **Print & Outdoor Design:** Designed over 150 of print and outdoor creatives, including posters, banners, billboards, and magazine ads, ensuring 34% increase in brand visibility for clients.
- **Campaign Pitch Decks:** Played a key role in developing 20+ campaign pitch decks, directly leading to winning 10+ high-profile client accounts.
- **Brand Development:** Developed complete brand kits, including logos, brand guides, and campaign designs from scratch, laying the foundation for successful brand communication.

EDUCATION PARTICIPATION

- Google UX Design Professional Course, Remote, Google, 2022
- Professional Graphic Design and Video Editing Program, Creative IT Institute, Bangladesh, 2021
- Government Graphic Arts Institute, Bangladesh, Associate of Arts (AA), Graphic Design Technology, 2017-2018
- Presentation & Communication Development Program, Oxford Academy of Excellence, UK (2015)
- ACCA - Association of Chartered Certified Accountants, UK (Part Qualified), 2017
- GED, US, 2012
- Secondary School Certificate, Business Studies, Dhaka Board, Bangladesh, 2010

Core Skills

Content Planning

Video Editing

Graphic Design

UX/UI Design

Motion Graphics

Copy Writing

Brand Research & Analysis

Technical Skills

Adobe Premier Pro

Figma

Photoshop

Adobe After Effects

Illustrator

Ai Design Tools

MS Office

Soft Skills

Leadership

Problem Solving

Analytical Thinking

Project Management

Multitasking

Team Management

Public Speaking

Language

English - Fluent

Bangla - Native

Hindi - Conversational



Signature