

SHAJID AHMED

New Delhi, India • +91 9335628234 • hello@shajid.in • www.shajid.in

PROFESSIONAL SUMMARY

Creative Designer specialising in video production, brand identity, and web design. Experienced in creating cinematic content, responsive websites, and cohesive visual identities that strengthen brand presence and support business growth. Skilled in video editing, cinematography, creative direction, and visual design, transforming ideas into impactful digital experiences.

EXPERIENCE

REWYND STUDIOS

Co-Founder / Creative Director

Gurgaon, Haryana, IN

2024 – Present

Led branding, marketing, and digital design initiatives for startups and growing businesses. Designed complete brand identity systems, developed responsive websites, created marketing campaigns, social media creatives, promotional videos, and motion graphics, while collaborating closely with clients to deliver impactful visual solutions aligned with business objectives. Successfully completed 40+ creative projects with a strong focus on quality, consistency, and timely execution.

Selected Projects

- *Commercial Video Production*
 - Produced commercial videos for cafés, restaurants, supplement stores, and lifestyle brands.
 - Planned creative concepts, storyboards, and shot compositions for promotional campaigns.
 - Executed cinematography with a strong focus on lighting, framing, and product storytelling.
 - Edited high-performing short-form and promotional videos for Instagram, Facebook, and digital ads, including colour grading, sound design, motion graphics, and complete post-production.
- *Creative Direction & Brand Design*
 - Developed complete brand identities, including logos, typography, colour palettes, and visual guidelines.
 - Designed marketing creatives, advertising campaigns, and promotional materials.
 - Maintained visual consistency across digital platforms and marketing touch-points.
 - Directed creative concepts from ideation to final execution.
- *Co-Founded a Medical Marketplace Startup medihubl.com*
 - Designed UI concepts for medicine ordering, doctor consultation, and diagnostic booking.
 - Planned intuitive user journeys and clean interface layouts.
 - Focused on accessibility and modern healthcare design principles.
- *Co-Founded a Premium Leather Products Brand lethaco.com*
 - Directed product photography, cinematic promotional shoots, and video production.
 - Designed and developed the company's e-commerce website with a focus on user experience & conversion optimisation.

EDUCATION

SKD ACADEMY

Senior Secondary (Class XII), CBSE

Gomati Nagar, Lucknow

2021 – 2022

SAINT THERESE'S SCHOOL

Secondary (Class X), ICSE

Padrauna, Kushinagar

2020-2021

ADDITIONAL

Technical Skills: Advanced in Photoshop, Illustrator, Premiere Pro, After Effects, Canva, Wordpress, Elementor, Shopify; Proficient in Adobe XD, Figma, Framer.

Languages: Fluent in English, Hindi; Conversational proficiency in Urdu.

Other: Portfolio at shajid.in