Zarin Tasnim

Multi-disciplinary designer with 5 years of experience, specialising in marketing & content creation while working with over 12 recognised brands. A storyteller using design, art, and motion.

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Portfolio Website: zaarin.com

SKILLS

Software

- ***Proficient***: Adobe Creative Suite (Illustrator | Photoshop | After Effects | Premiere Pro | Adobe InDesign) | CorelDraw | Microsoft Word | Microsoft PowerPoint | Canva |
- ***Intermediate***: Blender | Microsoft Excel | Mailchimp | C4D | ProTools | Klaviyo | SPSS |

Technical skills

Branding | Illustration | Video editing | Email Marketing | Social Media Planning | Animation | Copywriting |

Soft Skill

Customer Service | Teaching ESL | Tutoring | Pitch Preparation | Presentation | Research

Languages

English- Fluent (IELTS band 8.0) | Bengali- Native | Hindi- Fluent

WORK EXPERIENCE

Imaging Specialist **Sydney, Australia**
Advancedlife Photography December, 2024-Present

- Edited and retouched high volumes of images for corporate and educational institutions, ensuring consistency with brand standards.
- Created and refined promotional images for marketing campaigns, events, and digital platforms.
- Performed quality control checks on all imagery to ensure the standard for print and digital use.
- Applied advanced colour correction, cropping, and formatting techniques to enhance image quality and visual impact.
- Maintained a fast-paced workflow while consistently meeting tight deadlines and specifications.
- Collaborated with cross-functional teams to align visual content with institutional branding and communication goals.

Freelance Digital Strategist & Design Coordinator **Sydney, Australia**
Ozepac Solutions Group (B2B Wholesale Holding company) August, 2023-Present

- Created marketing materials for 3 companies and developed brand guidelines for 2 launches.
- Managed social media campaigns and ads, increasing engagement by 80%.
- Boosted Facebook visits by 225.3% and social media following by 75% with research-driven strategies based on up-to-date statistical records.
- 3D rendering clothing mockups and visual content for advertising purposes.
- Created EDMs via Klaviyo for email marketing purposes.
- Utilised WordPress to update website content such as product images and banners.

Event Photography (Christmas Event) **Sydney, Australia**
Scene to believe December 2023- January 2025

- Addressed client concerns to ensure satisfaction and a positive experience.
- Captured & delivered high-quality family images with a range of poses and candid shots.
- Engaged in multi-tasking, including checkout, inventory check and customer service.

Graphic Designer **Sydney, Australia**
Venture.ly July 2024-November 2024

- Designed digital content for social media across multiple client and company accounts.
- Producing videos and motion graphics for social media platforms and other digital content (OVC).
- Developing collaborative social media templates on **Canva** for team use.
- Produced and edited audio for **podcast** episodes, ensuring high-quality and engaging content.
- Created engagement reports to inform and improve future marketing strategies.

Digital Content Designer (Contract) **Sydney, Australia**
Dedes Waterfront Group (Hospitality company) November 2023- June 2024

- Designed the brand identity for six restaurant and venue brands in Sydney.
- Created marketing materials tailored to target audiences, including social media content, EDMs (Mailchimp, Klaviyo), flyers, and menus.
- Developed print-ready layouts for banners, signage, brochures, and leaflets.
- Managed multiple design projects across six venues, ensuring timely delivery.

Sr. Visual Designer (Marketing Dept.) **Dhaka, Bangladesh**
Jamroll Limited (Design Studio) April 2022- June 2023

- Developed brand identity for 6+ international sustainable fashion expos for a major RMG organisation in Bangladesh.
- Created promotional videos and graphics aligned with current trends.
- Led a team of three for a large-scale social media campaign during Made in Bangladesh Week.
- Acted as liaison between the design team and clients to streamline communication.
- Coordinated on-site AV production for high-quality post-event content.

Graphic Designer **Dhaka, Bangladesh**
Magnito Digital (Marketing Agency) May 2020- Feb 2022

- Managed content and designed visuals for 8+ social media accounts.
- Created social media designs for four international brands.
- Contributed to two award-winning campaigns through idea generation and key design.

EDUCATION

Macquarie University **Sydney, Australia**
Master's in Creative Industries July, 2023- June,2025
Master's in Media and Communication
Bangladesh University of Professionals **Dhaka, Bangladesh**
Bachelor of Social Science in Economics 2017-2021

REFERENCES

Provided Upon Request or Notice