



Zarin Tasnim

Graphic designer specialising in marketing & social media content creation while working with over 12 recognised national & international brands. A lifelong student, learning the art of storytelling through design and motion.

Phone: +61 404 535 213 | **Email:** zarint8@gmail.com | **Address:** Eastwood NSW

LinkedIn: [linkedin.com/in/zarint8](https://www.linkedin.com/in/zarint8)

Portfolio Website: zarintasnim.art

Portfolio PDF: https://zarintasnim.art/wp-content/uploads/2024/11/Zarin_Tasnim_Portfolio.pdf

Behance: [behance.net/zarint8](https://www.behance.net/zarint8)

SKILLS

Software

- **Proficient:** Adobe Illustrator | Adobe Photoshop | Adobe After Effects | Adobe Premiere Pro | Adobe InDesign | CorelDraw | Microsoft Word | Microsoft PowerPoint | Canva |
- **Intermediate:** Adobe Animate | Blender | Microsoft Excel | Mailchimp | Protools | Klaviyo

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 |

WORK EXPERIENCE

Graphic Designer (Part-time)

Sydney, Australia

Venture.ly

July, 2024-November, 2024

- Designing digital content for social media across multiple client accounts and the company's social media channels.
- Contributing to marketing strategy and planning for social media and website materials.
- 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, designed, and edited audio for **podcast** episodes, ensuring high-quality sound and engaging content.

Freelance Graphic Designer

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%.
- Handled customer inquiries to ensure smooth communication across platforms.
- Boosted Facebook visits by 225.3% and social media following by 75% with research-driven strategies.

Digital Content Manager (Contract)

Dedes Waterfront Group (Hospitality company)

Sydney, Australia

November 2023-June 2024

- Designed and wrote branding content for print and digital platforms (social media, websites) across six restaurant and venue brands in Sydney.
- Created content tailored to consumer tastes, including social media posts, EDMs (Mailchimp, Klaviyo), flyers, menus, and brochures.
- Oversaw updates and design for three websites, achieving successful launches.
- Strategized email campaigns that drove high engagement rates for targeted events.

Customer Experience Specialist (Christmas Event)

Scene to believe

Sydney, Australia

December 2023

- Addressed client concerns to ensure satisfaction and a positive experience.
- Operated a POS machine to receive customer payments.
- Captured high-quality family images with a range of poses and candid shots.
- Engaged with clients to understand preferences and guided them to the best results.

Sr. Visual Designer (Marketing Dept.)

Jamroll Limited (Design Studio)

Dhaka, Bangladesh

April 2022- June 2023

- Conceptualized and implemented brand identity design for over six international expositions on sustainable fashion for a major RMG-focused organisation in Bangladesh.
- Created engaging promotional motion and static graphics for event activities.
- Led a team of three to launch a social media campaign for Bangladesh's largest RMG fashion convention (estimated 115,000 participants), Made in Bangladesh Week.
- Facilitated communication of design decisions between the team and clients.

Graphic Designer

Magnito Digital (Marketing Agency)

Dhaka, Bangladesh

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

Masters in Creative Industries

Masters in Media and Communication

Sydney, Australia

2023-2025

Bangladesh University of Professionals

Bachelor of Social Science in Economics

Dhaka, Bangladesh

2017-2021

AWARDS

Digital Marketing Award 2021 (Gold)**Digital Marketing Award 2021 (Silver)****Best Brand Award Bangladesh 2022****Client:** Grameenphone**Client:** Kansai Nerolac**Client:** Fresh**REFERENCES**

Provided Upon Request or Notice