

MIR TARID AL ABID

CREATIVE LEAD

A creative mind with a filmmaker's eye and a storyteller's soul

CONTACT

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SOFTWARE

- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- Lightroom
- Audition
- DaVinci Resolve
- Cinema 4D

CORE EXPERTISE

- Motion Graphic Designing
- Cinematography
- Video Editing
- Graphic Designing
- Color Grading
- 3D Animation
- Managing Creative Teams
- Content Planning & Execution
- Video Production Lead
- AI Content Generation

SELECTED CLIENTS

BAT Bangladesh • Somoy TV • Madchef • Sajida Foundation • United Nations (UNDP) • Waffle Up • City Bank • Human Concern International (HCI) • Asian Development Bank (ADB) • Catholic Relief Services (CRS) • Caritas Bangladesh • Crimson Cup BD • Brand Forum • Fintech • Pathao • Foodi

PROFESSIONAL SUMMARY

Creative Lead, Motion Designer, Cinematographer with 9+ years of experience leading creative teams across digital marketing, corporate communication, media industries and MediaTech companies, helping brands tell their stories with clarity and impact. Cinematography is my greatest passion, and I thrive on creating visuals that spark emotion, inspire thought and elevate a company's message.

9 Years+	5+ Teams	1200+	50+ Brands
Industry experience	Departments supervised	Visual projects delivered	Clients & organizations

PROFESSIONAL EXPERIENCE

BAT Bangladesh
09/2025 — 05/2026

Creative Lead, Creative ARC

Multinational Enterprise

- Led and managed the in-house creative team.
- Ensured consistent internal and external visual communications and branding.
- Directed and planned internal Audiovisuals (AV) and Video Content.
- Oversaw the Post Production Team (Production, Animation, Video Editing, and Design).
- Managed external agency communications for creative projects and event execution.

Backspace International Ltd
11/2024 — 07/2025

Creative Director

MediaTech Industry

- Oversaw all creative teams (Animation, Cine & Production, Post Production, Design, and Video Editing) while coordinating closely with the Client Service Team.
- Managed the overall creative workflow, streamlined task execution, provided training, fostered skill development, and introduced new ideas to enhance creativity and efficiency.

Somoy Television
07/2022 — 10/2024

Head of Creative, Digital

Broadcast & Media Network

- Oversaw creative team operations across Somoy Digital, somoynews.tv, YouTube & Facebook channels.
- Creative Head & Planner of Special Research Based Programs for the Digital Wing.
- Creative Head of Somoyer School (Edtech Platform of Somoy Media Limited).
- Led Digital Visual Campaigns & Communications for all social media platforms.
- Designed Studio Program Sets, directed & produced videos for Digital Channels & Podcasts.

BAT Bangladesh
01/2020 — 06/2022

Creative Content Supervisor

Multinational Enterprise

- Founding member of the Internal Creative Team (Creative ARC) under Legal & External Affairs.
- Coordinated agency AV productions, led video execution, post-production, and storyboard planning.
- Oversaw dynamic content creation for external/internal communications and managed live online internal broadcasts.

RainCloud Communications Ltd
01/2018 — 01/2020

Head of Video & Motion Graphics

Digital Marketing Agency

- Joined as Motion Graphics Designer, promoted to Senior Motion Graphics Designer and later Head of Video.
- Led team through hundreds of visual projects including commercial client video shoots.

7TEEN Digital
01/2017 — 01/2018

Motion Graphic Designer

Animation Wing

- Worked as a motion graphics designer and 2D animator for the agency video & animation wing.

Independent Creative
2017 — Present

Freelance Cinematographer & Motion Specialist

Global Clients & NGOs

- Directed documentaries, restaurant AVs, food & cooking videos, corporate AVs, and infographics.
- Delivered key media assets for clients including 138 EAST, Beauty Loop, Laughing Buddha, Truefit, Madchef, Waffle Up, Sajida Foundation, UNDP, City Bank and ADB.

MIR TARID AL ABID

Creative Lead

INTEREST

- Gadget
- Traveling
- Photography
- VFX
- Bike Riding
- Music

EDUCATION

BRAC University 2021
Bachelor of Science, Computer Science and Engineering (CSE)

Dhaka Residential Model College 2015
College

Dhanmondi Govt. Boys' High School 2013
High School

SHORT FILMS AND ACHIEVEMENTS

Star Cineplex

- Got the 2nd runner up prize for "SONALI BIKEL" at STAR BRACU shortfilm Fest 2019 among 12 universities and 4th place holder for the film "BIJOY ASHUK MONUSSOTTE" at Inter university ShortFilm Fest 2020 by NSU.

TEACHING

Guest Instructor, Daffodil International University

Course: Digital Content Management & Development

SPORTS & ACTIVITIES

BRAC University Football Team 09/2017 — 01/2021
BRAC University

- Was one of the key players of the BRAC University Football Team.
- Represented BRAC University in multiple inter-university football tournaments.
- Played in corporate football events, representing Somoy Television and BAT Bangladesh in both Corporate football and Media Cup cricket tournaments.