



Salehin Nobi

Designer, Illustrator and everything in between

Toronto, ON, Canada

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Languages

English (Fluent)

Bengali (Fluent)

About

I don't particularly see myself a Designer or an Illustrator, but more as a story teller and a creative problem solver. I want to be able to tell a story through a painting, or a logo, or a website, or just with a line on a piece of paper, the medium does not matter as long as the story is out there, and it serves a purpose. My work mainly pertains in the fields of branding and web design, but branches off to illustration, multimedia, fine arts, and many other visual fields. I've never wanted to be a specialist, I want to conquer as much of the visual spectrum as possible. To be a jack of all trades, master of most.

BRANDS WORKED WITH

Monowian

Moon Beyond Creative

Versapay

Vretta Inc.

Wysp Creative

Experience



● Senior Marketing Designer

Versapay | Jul 2021 - Dec 2022

Versapay is the first Collaborative Accounts Receivable Network. They accomplish more, their clients get paid faster, and they deliver better experiences.

As the Senior Designer, along with the creative team I elevated Versapay's image to be an established leader of AR by finalizing a brand overhaul and campaign. Recreated the website and design system to match the company's top tier fin-tech status and potential. Restructured and re-designed the editorial content framework, leading to significantly higher google ranking. Produced digital and print collateral for trade shows such as: booth designs, display ads, billboards, and landing pages. Led workshops with creatives and upper management for global brand decisions that served all department needs. Built unique branded, scalable illustration libraries for the editorial content for any designer to use. Published e-books, reports, guides, templates, and white paper series, each distinct yet adhering to one another.

● Lead Digital designer and Brand Director

Vretta Inc. | Jan 2017 - Jan 2021

Vretta is a multi-award winning organization that specializes in delivering assessment and learning experiences that support student success at the primary, secondary, and post-secondary educational levels.

As the lead designer I built strong Identities for current and new product lines; each distinct yet tied to each other. Modernized the parent brand and products in stages, without neglecting existing consumers. Provided an Identity formula for growth, with paths open for expansion; for current and new brands. Created strong UI and UX solutions for dashboards, apps, games and other products. Constructed marketing and web content according to the brand of the company. Designed all the company websites with responsive designs and handled all the updates. Worked with the company's clients' marketing materials to produce unified designs



● Art Director

Wysp Creative | Jan 2014 - Jan 2016

Wysp Creative designs complete Branding Systems for new businesses. As the Art Director for WYSP I Designed and Illustrated for print, web, social media, advertising and marketing. Created original designs and reproduced past styles to create new content. Created a variety of design and illustrative work, from info-graphics to web mock-ups to branding. Provided responsive designs and functionality for every website and application. Found innovative designs, and created inspirational content for

the WYSP blog and social media. Worked for several clients and projects simultaneously with tight deadlines.

- **Creative Director (Owner)**

Moon Beyond Creative | Jan 2013 - Jan 2021

Moon Beyond Creative is a Toronto based Creative Agency with boundless vision. From web design, to branding, to original multimedia content, their services will fuel one to their destination and beyond. As the Creative Director of Moon Beyond I've created in-depth Brand Guidebooks to tie in logos, brand archetype, typography and more. Presented mock-ups and mood-boards to clients, each with distinct art direction, prior to development. Managed every detail and unified all visual aspects, from web to print to illustrations to multimedia. Formulated concepts; scouted models and locations; directed and edited photo/video shoots. Designed easy and efficient wire-frames and prototypes for websites, platforms, and applications. Generated production ready graphics for web, collateral, and others within deadlines and budget.

- **Freelance/Contract Artist (Graphic Design, Illustration, Animation)**

Monowian | Jan 2009 - Jan 2022

There's a small town in Nebraska, USA, with a population of 1. The sole resident, Elsie Eiler, is the mayor as well as the librarian, the bartender, and many more. The town is named Monowi.

My work pertains in the fields of branding, illustration, web design, fine arts, and many other visual fields. When it comes to the visual world I want to be like Elsie, the Monowian, doing the work of a whole town, and not symbolically. Whether it be services for a client, for my community, or for my own sake. As a Freelance Designer/Illustrator I've created original designs and reproducing past styles to create new content. Designed, Illustrated and animated for print, web, packaging, advertising, branding and video. Produced high quality work under tight deadlines as a project supervisor and key contact. Worked in several different pipeline structures, and reported to art directors and supervisors. Worked for prestigious companies such as: TIFF, Pivotal, LEDN, TDSB, Color Shadow, Antibody Communications.