

# Shahid Aboobacker

Graphic Design  
12A, Al Khazna Centre  
Karama  
Dubai  
United Arab Emirates

View the full portfolio at <http://www.thecreativefinder.com/shahidabu>

## Professional Experience and Curriculum Vitae

I consider myself as a strategy based marketing & communications professional, with over 12 years of accumulated experience in creative education & creative work. I believe I have the required business analysis temperament combined with a distinct creative character and ability to forge new and alternative solutions using strong projective and intuitive skills. I have a practiced familiarity in developing small brands into winning business houses on a regional level.

My creative design, technology and research education began at University of Kerala in 1993, where I studied design, art history and computer science, completing a 5-year program in architecture at College of Engineering, Trivandrum in 1998 and later on a diploma in media arts and technology sciences at the Pentasoft Technologies, Chennai in 1999. At College of Engineering, Trivandrum served as a research assistant, and key strategist in various creative workshops and regional urban & design conventions. Successfully completed a dissertation on 'the architectural treatment of Spaces by Laurie Baker' (2006 Pritzker Architecture Prize Nominee, 1990 Indian Padma Shri award winner)

Experience: 7 years of professional experience in professional creative graphics after 5 years of creative training in Architecture & Design education.

Oct 2005 – to date

TWR (The White Room), Dubai, UAE  
Chief Executive (and its Creative Director)

The White Room is a strategy based Marketing & Communications agency, handling works from BTL like branding, making of collaterals & stationeries (in-house), to website design & video production (script then outsourcing), to signages & outdoor advertising (with partnerships), and several unconventional projects. Few newspaper adverts also were designed during this period.

Named, branded, co-founded the Advertising agency, along with TWR President Mr. Saeed Al Jafrah

Leading a once 15 member team, directed communication between client and agency, managed client expectations, and facilitated the design, production and delivery of collateral across multiple projects.

Handled accounts including Pearl properties, Concept Tours and Adventures, Bena Properties, Distinguished Real Estate, Medispa, Dubai Golf City, K Carrim International Real Estate, Adventureland, Rasasi, Al Naboodah, Za'abeel Palace, etc.

Collaborated with documentary free-lance director Mr. Tariq Syed (of "Dubai 24 Hours" & "Coasts of Africa" fame) and co-authored a PR initiative for TWR called 'Philippines Dawn to Dawn' featuring the Republic of Philippines as a world class tourism and business destination. The project contains a 70 minute documentary, 250 paged coffee table book and a music CD of Filipino talents. Involved in the design & management of the concepts & creatives for the project (PDD) and provided strategic support and implementation advice. Participated in public PR activities during the PDD campaign in Central Luzon area, was interviewed about the project on NBN National television primetime. Currently one of the directors, in Manila registered "Philippines Dawn to Dawn Marketing Inc.", along with its President Saeed Al Jafrah. The project is underway and is in the pre-production / research stage. helpdesk 656.227.2902, fax 656.227.0213

WWW.THECREATIVEFINDER.COM Similar lines, now (August 2007) started a venture called "Celebrate Kerala" which in future will act as the reference material for Kerala tourism & investment. Designed the concept, vision of the project, the business proposal and the initial creatives. Brought

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