

SOMIRON KUMAR MANDAL

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Strategic Graphics Designer | Design Innovation & Global Brand Transformation

Forward-thinking Senior Graphic Designer with 13+ years of experience merging design innovation, technical precision, and cross-functional collaboration to elevate brand identities and operational workflows. Adept at translating complex objectives into visually compelling solutions, optimizing processes through AI integration, and fostering team growth. Combines expertise in UX design, print production, and digital transformation with a strategic focus on scalability, brand consistency, and user-centric outcomes across global markets.

SKILLS

Brand Identity & Guideline Development | Cross-Functional Team Leadership | Marketing Visual Communication | UX Design | Design Principles Integration | Digital Asset Management Systems | Print-to-Digital Production Workflows | Vendor & Stakeholder Negotiation | Creative Process Automation | Market Trend Analysis & Adaptation | Technical Design for Manufacturing | Agile Project Management

PROFESSIONAL EXPERIENCE

ZXY INTERNATIONAL (zxyinternational.com) 2022 – Present

Assistant Manager - Digital

- Integrated AI into design workflows, training 7 team members to enhance efficiency and creative output.
- Built a keyword-searchable online photo archive, accelerating asset retrieval and minimizing duplication.
- Modernized editing workflows, doubling daily photo delivery from 25 to 50 images.
- Standardized brand guidelines for customer presentations, ensuring consistency across business units.
- Developed an MS Lists project tracker, managing 729 projects in 2023 across marketing, corporate, and core business teams.

ZXY INTERNATIONAL (zxyinternational.com) 2019 – 2022

Senior Graphic Designer

- Unified brand identity across digital media, signage, and print collateral through systematic design system implementation.
- Created intuitive documentation and process flowcharts, driving efficient adoption of new design tools.
- Modernized marketing assets with data-driven layouts and contemporary design principles.
- Optimized vendor relationships and design specifications, cutting production errors 50%.
- Executed iterative design processes, integrating executive input and market trends into final deliverables.
- Developed streamlined approval process using brand-aligned mockups to minimize revision cycles.

BATA SHOE COMPANY (Bangladesh) Ltd., Tongi, Gazipur, Dhaka 2016 – 2019

Graphics Designer (Product Development Department)

- Led end-to-end footwear design, aligning creative vision across 10+ seasonal collections with product, merchandising, and retail teams.
- Designed trend-forward graphics, transforming market insights into bold sublimation patterns, laser-cut motifs, and functional strap designs.
- Developed production-ready assets for screen printing, mold engraving, and digital printing, ensuring technical precision in outsoles, insoles, and packaging.

- Maintained brand consistency by auditing designs against style guidelines, balancing innovation with global market compliance.
- Presented and refined design concepts through stakeholder feedback, enhancing both aesthetics and functionality.

UPWORK

2011 – 2016

- Freelance Graphic Designer**
- Designed bold, engaging print materials - brochures, posters, t-shirts - that enhanced client visibility and engagement.
 - Created logos and brand guidelines that reinforced brand identity for small businesses and startups.
 - Developed cohesive marketing assets - banners, social posts, emails - ensuring consistency across platforms.
 - Delivered precise, print-ready files with accurate color matching, minimizing rework and production errors.

EDUCATION

Bachelor Of Science, Leather Engineering – Institute of Leather Engineering and Technology
University of Dhaka

2006 – 2011

Higher Secondary Certificate – Bangladesh Navy College, Dhaka
Group: Science Board, Dhaka

2003 – 2005

CERTIFICATIONS

- **Google UX Design Professional Certificate** 2024
Coursera (Seven-course series covering UX foundations, wireframing, prototyping, research, and UI design)
- **AutoCAD Certification** 2010
New Horizons Computer Learning Centers, Dhaka (72-hour program)
- **Graphics and Design Certification** 2006
Mirpur Technical Institute, Dhaka (Six-month program)
- **Fundamental Computer Certification** 2005
Mirpur Technical Institute, Dhaka (Six-month program)

ADDITIONAL INFORMATION

Technical Proficiencies: Adobe Creative Cloud, Microsoft Office, 3ds Max & AutoCAD, After Effects & Premiere Pro, AI Image (Midjourney), Canva, Figma & Sketch