



CREATIVE DIRECTION · AI

■ CONTACT

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BASED IN

Khulna, Bangladesh

■ CORE EXPERTISE

Creative direction

Brand identity & design

AI-assisted content production

Video advertising & UGC

Landing pages & websites

Paid social & content strategy

Project & team leadership

■ TOOLS & STACK

DESIGN

Photoshop, Figma, Canva

VIDEO

Premiere Pro, After Effects, CapCut, DaVinci

AI

Higgsfield, ElevenLabs, GPT Image 2, ChatGPT, Claude, Runway, Sora, HeyGen, Midjourney

WEB

Cursor, v0, Lovable, HTML/CSS, JavaScript, React

MARKETING

SEO, Meta & TikTok Ads, hook writing

Abir Hossen

FOUNDER, BLUEARCH · LEAD DESIGNER, AXELMAN GROUP

AI Creative Director: design, video, and AI-assisted web, shipped end to end.

PROFILE

Founder of Bluearch and Lead Designer at Axelman Group, with 5+ years shipping design, video, branding, and web across 15+ industries: healthcare, beauty, hospitality, education, real estate, and premium retail. I pair AI-assisted workflows with hands-on craft to take work from blank brief to launched asset fast, without losing quality.

Equal parts operator and maker: I lead teams and client delivery, and I still build the sites, cut the videos, and design the brand systems myself.

IMPACT

5+

YEARS SHIPPING
CREATIVE WORK

15+

INDUSTRY
VERTICALS SERVED

12+

BRAND PROJECTS
LED END TO END

1M+

VIEWS ACROSS
TIKTOK AND
YOUTUBE

WEBSITES & LANDING PAGES

UGC & PROMO VIDEO

BRAND KITS & IDENTITY

PAID-AD CREATIVES

EXPERIENCE

Founder & CEO · Bluearch

Mar 2025 – Present
London / Remote

- ◆ Run a creative digital agency serving clients across the UK, Canada, and beyond, owning strategy, client acquisition, scoping, creative direction, and final delivery.
- ◆ Delivered 8 client projects to date: 5 gym websites, a creative-agency site, a sports-turf booking site, and a personal-branding project.
- ◆ Built and lead a remote team across design, development, content, and marketing, with repeatable workflows for faster, more accountable delivery.
- ◆ Positioned the agency around AI-assisted production, compressing idea-to-launch timelines.

Lead Designer & Content Designer · Axelman Group

Jun 2023 – Present
London / Remote

- ◆ Produce promo and ad-style video for brand and marketing campaigns across multiple client accounts.
- ◆ Use AI tools daily, primarily Higgsfield (Cinema Studio, UGC Factory, lipsync, upscale, on models including Seedance, Kling, Sora, Veo), alongside ElevenLabs and GPT Image 2, to ship more concepts at a consistent quality bar.
- ◆ Completed internal team training on Higgsfield AI, covering production-ready output and platform limitations.
- ◆ Lead creative delivery for 15+ verticals as project manager and hands-on designer/editor, from concept to final asset on 12+ brand projects including Belle Academy, Axelman Digital, and dental and aesthetic clients such as Athena Mortlake, Weston Cottage Dental, Weston Cottage Beauty, and Moin Doctor.
- ◆ Design brand-aligned assets: social creatives, paid ads, brochures, menus, signage, identity systems, and print.
- ◆ Mentor a small creative team and standardize workflows for recurring deliverables.

■ EDUCATION

B.Sc. Computer Science (Engineering)

Northern University of Business & Technology, Khulna

Aug 2022 – Present

Higher Secondary Certificate (Science)

Noapara Govt. College

2019 – 2021

■ LANGUAGES

Bengali Native

English Professional

■ CURRENT FOCUS

- ▶ Advanced LLM tooling & AI agents
- ▶ Workflow automation
- ▶ Generative video (Runway, Sora, Higgsfield)
- ▶ Production-grade vibe coding with Cursor & Claude

EXPERIENCE (CONTINUED)

Founder & Content Creator · aHs Life

Jan 2017 – Present
Khulna, Bangladesh

- ◆ Build and run a personal content brand across lifestyle, reflection, and AI tutorials, grown to 1M+ views and 60.5K likes on TikTok and nearly 100K views on YouTube.
- ◆ Plan, script, shoot, edit, and package every video end to end: thumbnails, titles, SEO, and channel branding.
- ◆ Ship product promos, UGC-style ads, landing pages, and identities for clients across regions.

Thumbnail Designer · Winnie Be Liv

Jun 2022 – Jul 2023
United States / Remote

- ◆ Designed high-CTR thumbnails for a growing channel, raising average click-through rate from 4.2% to 8.7%.
- ◆ Built clickable concepts optimized for clarity, curiosity, and fast mobile readability.

Video Editor · Stump Kitchen

Jan 2022 – Jun 2023
Canada / Remote

- ◆ Edited 25+ long-form videos and designed thumbnails, strengthening the channel's visual identity.
- ◆ Lifted viewer retention through sharper pacing, cleaner structure, and stronger visual continuity.

Video Editor · LionTrooper

2021 – 2022
Remote

- ◆ Produced YouTube videos and thumbnails while sharpening editing speed and a reliable creator workflow.
- ◆ Produced promo and ad-style video for creator and entertainment audiences, including BiliBili Comics and YouTube creators such as MVPerry.

HOW I WORK

- ◆ **AI-native execution:** AI as a production accelerator across copy, visuals, voice, video, and web builds.
- ◆ **Systems over one-offs:** turn brand goals into reusable visual systems, formats, and workflows.
- ◆ **Founder-level ownership:** comfortable taking a vague brief all the way to a finished, shipped deliverable.