

MOHAMMAD AFFAN KHAN

AI Content Director / Art Director / Brand Designer

+92 332 7875827 · faani.work@gmail.com · affanniazi.com (portfolio coming soon)

PROFILE

Multidisciplinary creative with 5+ years across brand identity, art direction, illustration, campaigns, and AI content. I lead enterprise AI creative work at ImagineArt, helping teams turn new tools into practical workflows and tailored content. My work combines visual storytelling with clear business goals.

EXPERIENCE

AI Content Director

ImagineArt | Apr 2026 – Present

Lead enterprise B2B AI content solutions. Help teams adopt and integrate AI across creative workflows, and develop tailored visual and content solutions for business clients.

Art Director

Adcom Leo Burnett | Sep 2024 – Apr 2026

Led a creative team on integrated campaigns for PTCL, Ufone, Shoq, and other clients. Directed print and out-of-home design, from brochures and books to full campaign collateral.

Senior Visualizer

Digify.hk | Jan 2022 – Sep 2024

Built brand identities, logos, typography, color systems, and guidelines for Hong Kong businesses. Designed proposals, invoice templates, and marketing materials with a consistent visual language.

Freelance Illustrator

Independent | Jun 2020 – Dec 2021

Created custom illustration, character art, and digital imagery for social media, branding, and marketing projects.

CAPABILITIES

Design and direction: Brand identity, art direction, visual storytelling, illustration, typography, campaigns, print, and out-of-home.

AI and content: AI image, video, and audio production; enterprise workflow integration; creative strategy; UGC content and motion graphics.

Tools: Photoshop, Illustrator, After Effects, Premiere Pro, Figma, Procreate, Canva, and AI creative tools.

EDUCATION

BS Hons HND, GC University · 2021–2025 · GPA 3.22/4.0