

SELECTED WORK · 2022 TO 2026

Zaeed Kibria

Multimedia Designer · Brand, Print, Digital, Motion

PORTFOLIO

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Design that has to work in the real world.

I am a multimedia designer with four years of commercial experience across brand identity, print production, web and video. I work end to end: sitting in the first client conversation, developing the idea, building the artwork, and preparing the files that go to press or to platform.

Most of my work is made under real constraints. A fight poster series that has to hold up at thumbnail size on a phone. Stage signage measured in metres rather than millimetres. A research flyer that has to make engineering data legible to a homeowner. A brand system that a regional agency will apply to a hundred different pieces without me in the room.

That is the part I care about most. Design is not finished when it looks good on screen. It is finished when it prints correctly, loads quickly, and keeps working once it leaves my hands.



DISCIPLINES

Brand identity and systems
Print and large format
Web and UI design
Campaign and social
Video and motion graphics
Photography and retouching

TOOLS

Illustrator, Photoshop, InDesign
Premiere Pro, After Effects
Figma, Framer, Canva
WordPress, HTML and CSS

EDUCATION

Bachelor of Information Technology
James Cook University

Selected projects

01	BKFC Fight Night Australia	Event campaign · Poster series
02	CS Real Estate Agency	Brand identity · Collateral system
03	Spicy India	Brand identity · Packaging
04	Australian Kayaking Adventures	Brand identity · Merchandise
05	Cyclone Testing Station, JCU	Research communication · Print
06	Brazil v Socceroos Street Party	Event signage · Large format
07	Netball Queensland	Campaign toolkit · Multi-channel
08	Malone's Maritime Services	Brand collateral · Print
09	Identity and logotypes	Gallery
10	Print, signage and merchandise	Gallery
11	Photography	Commercial · Tourism · Hospitality

CURRENT ROLE

Multimedia Specialist
GetBranded, Townsville

PREVIOUSLY

Multimedia Designer, Cardzilla
Creative Designer, HomeCaring

CONTACT

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01

BKFC Fight Night Australia

A poster series announcing the full fight card for Bare Knuckle Fighting Championship's Australian event at Eatons Hill, Queensland.

Each bout needed its own piece while the card had to read as one set. The solution was a fixed architecture: opposing fighters locked to the same eyeline, a consistent lighting treatment, and a typographic hierarchy that puts the two names first so the matchup is legible before anything else.

Built at 1080 by 1350 for feed placement, where the headline has to survive compression and a thumbnail crop.

CLIENT

Bare Knuckle Fighting Championship, via GetBranded

ROLE

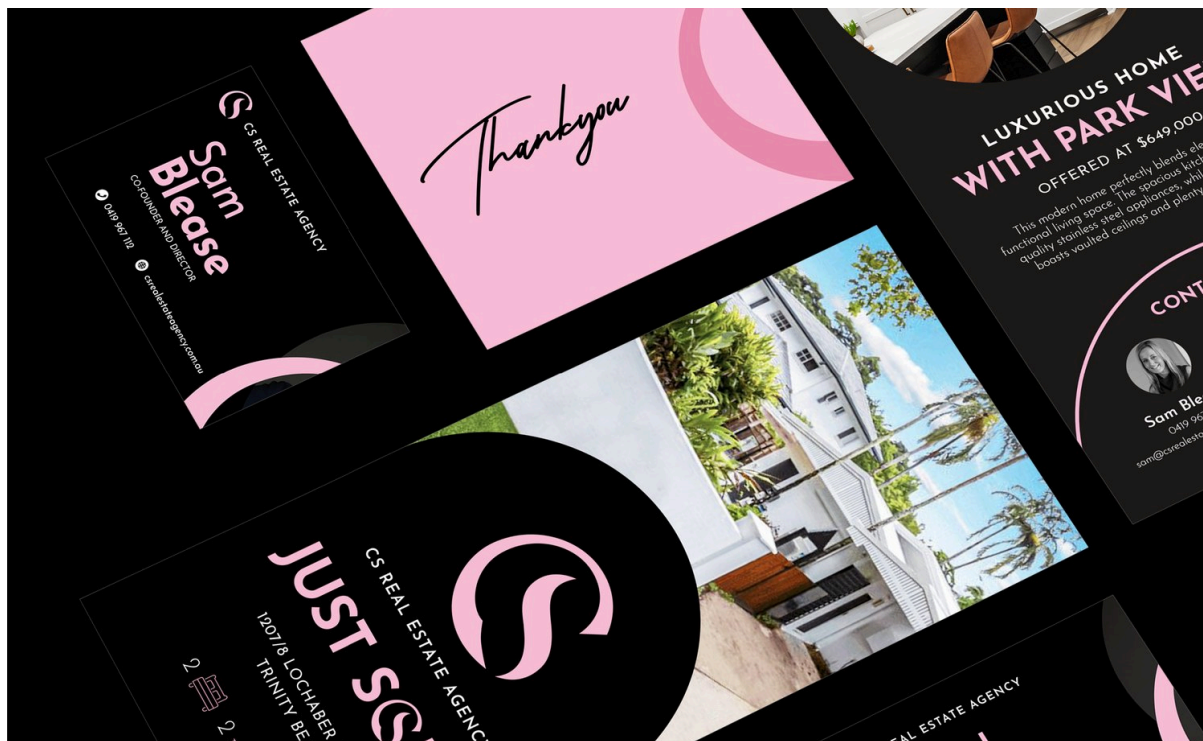
Design and artwork

SCOPE

Fight card poster series, social delivery



FIGHT CARD SERIES · 1080 × 1350



02

CS Real Estate Agency

A complete identity and collateral system for a regional real estate agency, built around a soft monogram and a confident pink and charcoal palette that separates the agency from the navy and gold conventions of the category.

The brief ran well past a logo. An agency applies its brand across dozens of touchpoints every week, usually without a designer present, so the system had to be templated and durable: property signage, open home boards, A-frames, feather flags, business cards for each agent, DL flyers for just listed and just sold, letterhead, email signatures, door mats and thank you cards.

Every item was supplied print ready with bleed and dimension specifications, so the agency can reorder directly from any supplier.



IDENTITY

STATIONERY

SIGNAGE

LARGE FORMAT

TEMPLATES

PRINT PRODUCTION

IDENTITY, STATIONERY, SIGNAGE AND AGENT COLLATERAL

Spicy India

Brand identity for an Indian bar and restaurant, built on a single idea: a chilli drawn as a continuous stroke, which doubles as a flame and reads clearly at the size of an app icon.

The wordmark is set heavy and stacked so it holds on a shopfront, while the mark alone carries packaging and small formats. A repeating floral tile, drawn from Indian textile motifs, gives the brand a surface pattern for cups, menus and wraps without relying on photography.

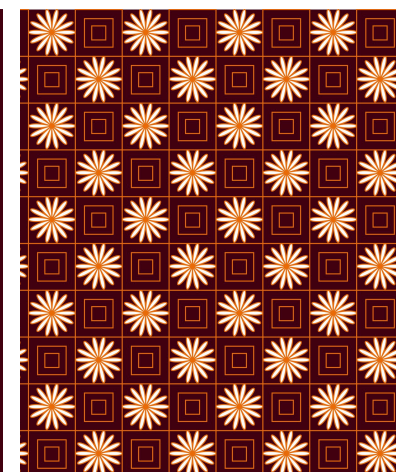
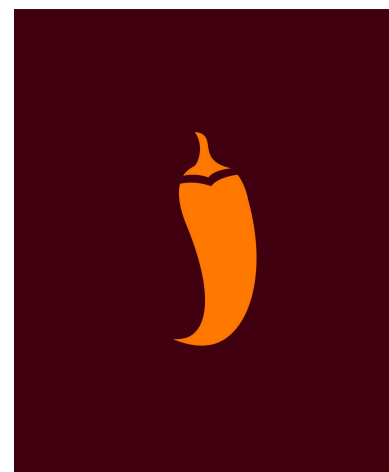
Saffron orange against deep maroon keeps the palette warm and food forward, and prints reliably on uncoated and kraft stocks.

SCOPE

Logotype, monogram, pattern system, packaging, web

ROLE

Identity design and application



LOGOTYPE · MONOGRAM · PATTERN · PACKAGING

Australian Kayaking Adventures

An identity for an adventure tourism operator, reduced to the two shapes the business actually runs on: a paddle and the water line it crosses.

The monogram works as a standalone mark at any size, which matters for a business that puts its brand on equipment, apparel, lanyards and vehicle livery rather than on paper. Burnt orange against black holds up in bright outdoor light and in the water, where contrast is a safety consideration as much as a design one.

Supplied as a full kit with a reduced mark, colour variants and merchandise artwork ready for apparel suppliers.

IDENTITY

MONOGRAM

MERCHANDISE

APPAREL ARTWORK



IDENTITY, MONOGRAM AND APPLIED MERCHANDISE



Cyclone Testing Station, JCU

A series of flyers for the Cyclone Testing Station at James Cook University, communicating building resilience research to homeowners, body corporates, insurers and government.

The challenge in this work is translation. The source material is engineering research, and the audience is not. Each piece leads with the number that matters, then uses a strict grid, iconography and a tight colour coding system to get a reader from headline to action without reading the whole page.

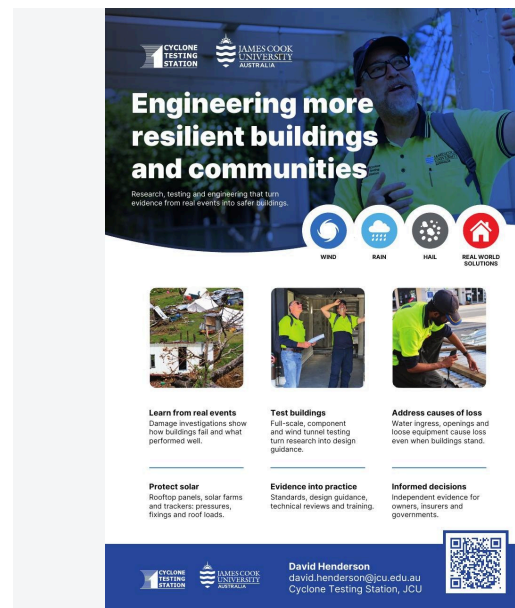
The Resilience Score sheet turns an assessment matrix into something a non-technical reader can self-apply, which was the entire point of the brief.

CLIENT

Cyclone Testing Station, James Cook University

SCOPE

A4 flyer series, data visualisation, print production



STRATA RESILIENCE ENGINE · RESILIENCE SCORE · IN THE PACIFIC

Brazil v Socceroos Street Party

Large format artwork for the Townsville street party staged around the Brazil versus Australia fixture. The deliverables were measured in metres: a stage banner at 8500 by 250 millimetres and a DJ booth wrap at 2500 by 1000, alongside a set of supporter badges.

Artwork at this scale is a production problem as much as a design one. The stage banner has an extreme aspect ratio, so the composition had to carry from thirty metres away while surviving the sightline of a standing crowd. Both national identities had to sit together without either dominating, and every file went out with bleed, scale ratio and finished size marked for the printer.



DELIVERABLES

Stage banner, 8500 × 250 mm

DJ booth wrap, 2500 × 1000 mm

Supporter badge series

Print ready artwork with bleed

Get in the Game

Netball Queensland participation campaign

A multi-channel campaign toolkit built to drive registrations, delivered as a kit that local associations could run themselves.

One idea had to stretch across square and portrait social tiles, a 1920 by 1080 television screen, a 1700 by 562 web banner, email headers, strip ads, signatures and a printable poster. Each ratio crops differently, so the lockup was designed to reflow rather than scale, keeping the call to action and the registration code in the safe area at every size.

The poster shipped as an editable Word template with a how to guide, so clubs without a designer could add their own venue and times without breaking the brand.

CAMPAIGN

SOCIAL

DIGITAL DISPLAY

EDM

EDITABLE TEMPLATES



SOCIAL · TELEVISION · WEB BANNER · EMAIL

Malone's Maritime Services

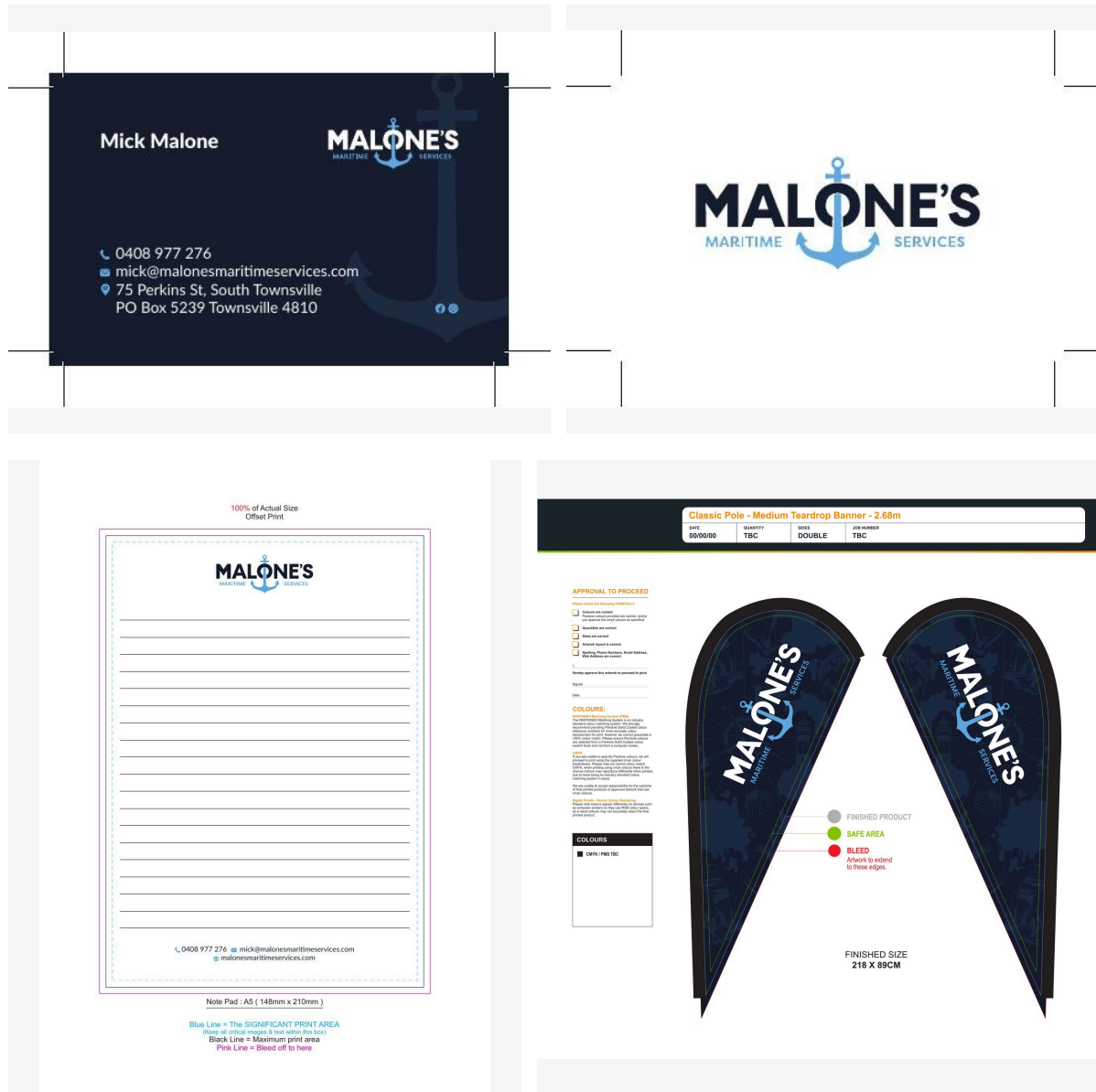
Brand collateral for a Townsville marine services business, extending an anchor based identity across the pieces the business hands out and sets up on site.

Deep navy and a clean sans keep the brand credible in a trade context, where the audience is commercial operators rather than consumers. The card uses a full bleed navy face for contact details and a reversed white back carrying the mark alone, so it reads as considered without additional print cost.

Teardrop flags and A5 notepads were set up with correct safe areas and supplier specifications so the client can reorder without a designer.

SCOPE

Business cards, A5 notepads, teardrop flags, print specification



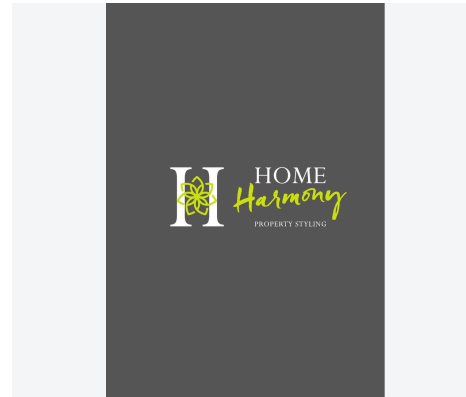
STATIONERY, NOTEPADS AND TEARDROP FLAGS

Identity and logotypes

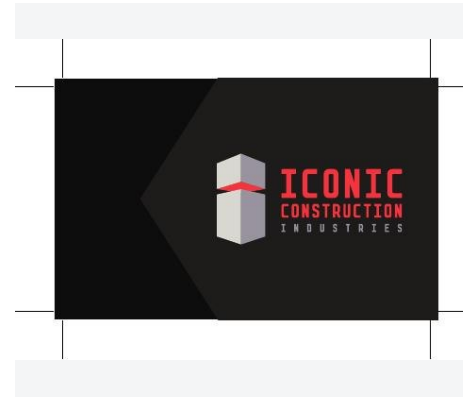
Marks developed across property, construction, hospitality, spatial services and brand consulting. Each is built to hold at small size and to reverse cleanly on a single colour.



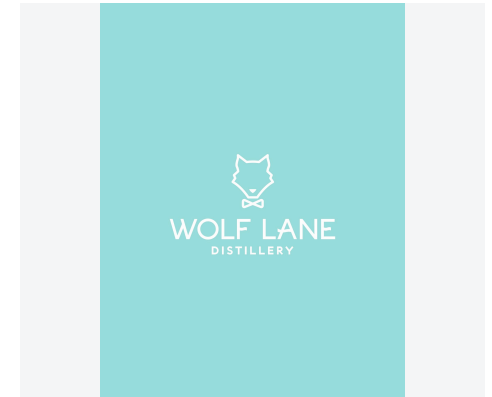
COCOTELL · SPATIAL SOLUTIONS



HOME HARMONY · PROPERTY STYLING



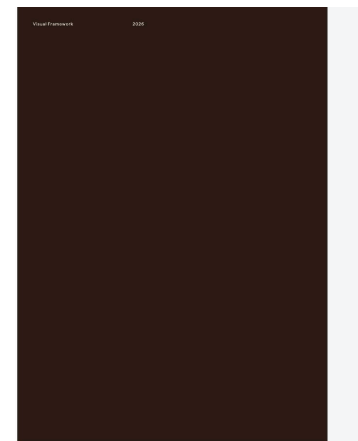
ICONIC CONSTRUCTION



WOLF LANE DISTILLERY



SELECTED IDENTITY WORK



BRAND GUIDELINES

The Faust Group

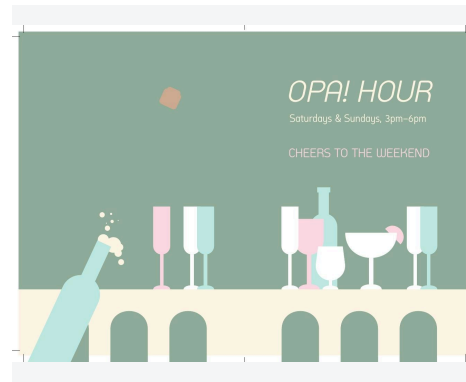
A full guidelines document covering brand essence, logo usage, colour, typography and application, written so a third party can apply the brand correctly without supervision.

Print, signage and merchandise

Work that ends up on a press, a vinyl cutter or an embroidery machine. Every piece supplied with bleed, colour specification and finished size, because the file is only correct once the supplier can run it without a question.



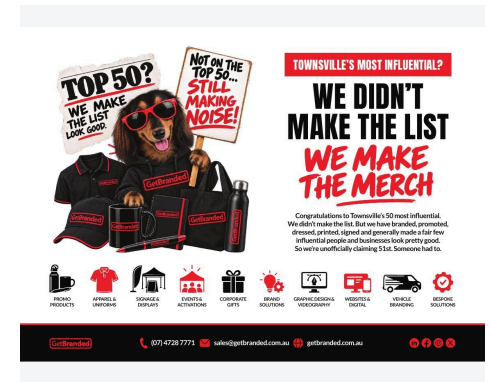
SOUTHS · GRAND FINAL ARCHWAY



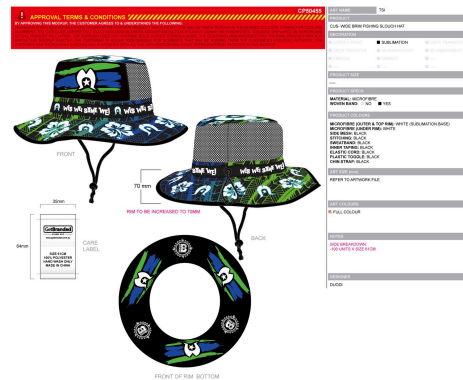
OPA! HOUR · A5 MENU



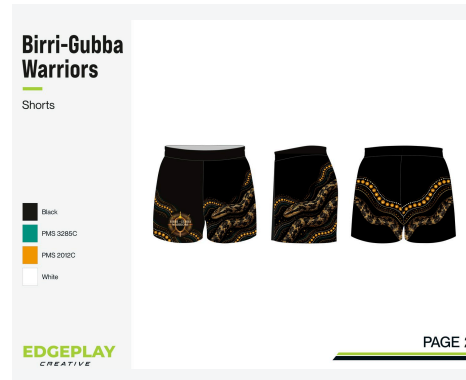
INCOGNITO ART SHOW · TRIFOLD



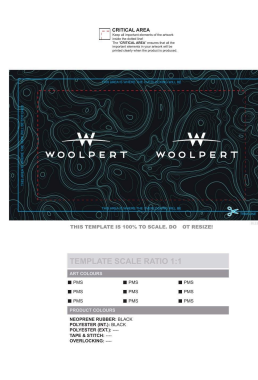
GETBRANDED · NEWSPAPER AD



CUSTOM WIDE BRIM HAT



BIRRI-GUBBA WARRIORS · APPAREL



WOOLPERT · MERCHANDISE



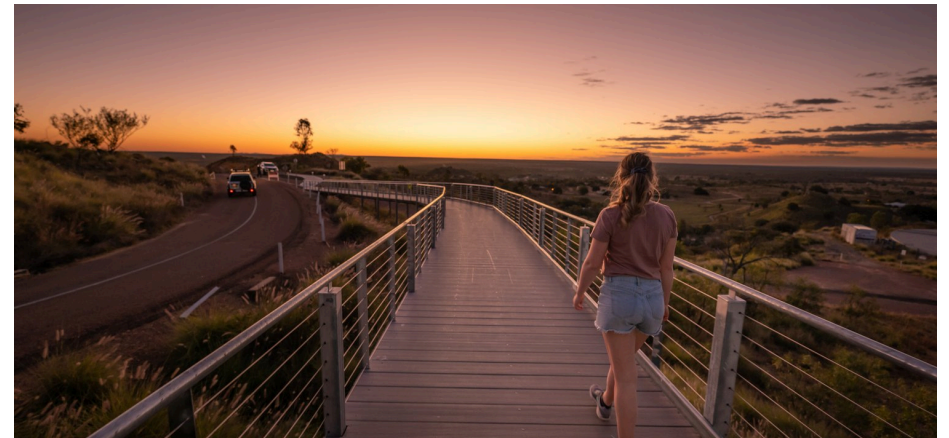
SOUTHS · PRESENTATION CHEQUE

Photography

Commercial, tourism and hospitality photography shot and retouched for client campaigns, websites and print collateral. Shooting the asset myself means the image is composed for the layout it is going into.



TOURISM, HOSPITALITY AND COMMERCIAL



THANK YOU

Let's build something.

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BASED IN

Townsville, Australia

