

NAVEEN SHAKIL

BRAND & CREATIVE DIRECTOR

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16

YEARS IN CREATIVE
& PRODUCTION

6

YEARS IN B2B TECH
& FINTECH STARTUPS

33

BRANDS HELD TO HIGH
STANDARDS AT ESTÉE LAUDER

65%

TEAM EFFICIENCY GAIN
FROM DESIGN SYSTEMS

Art director with 16 years of experience designing brand, web, and marketing work for B2B technology and fintech companies. Owns projects end to end, from first concept to launch, across websites and landing pages, sales and investor decks, email, social, and live events. Learned complex fintech products quickly at Extend and explained them to marketing, sales, and partners. Builds brand guidelines, templates, and design systems so every new asset is faster to make and stays consistent. Brings AI into the creative workflow with Claude and ChatGPT. Based in Atlanta, open to remote.

SKILLS

Software:

Figma

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, InDesign)

Webflow

Asana

Claude + ChatGPT

PowerPoint

Google Suite

Craft:

Website & Landing Pages

Sales & Investor Decks

Brand Systems & Templates

Email & Social Creative

Event & Booth Design

AI-Assisted Workflow

Motion & Video Concepting + Execution

Creative Testing (A/B)

Typography & Layout

Product Design Partnership

Cross-Functional Partnership

PROFESSIONAL EXPERIENCE

LEAD BRAND CREATIVE

APR 2025 – JUN 2026

SQUIRE TECHNOLOGIES — NEW YORK, USA

Freelance Art Director turned Lead Brand Creative. Built Squire’s in-house creative function and moved the brand from product-first to story-led.

Campaigns & Creative Direction

- Moved demand gen from product-first messaging to brand storytelling through A/B-tested concepts. Click-to-open rates, new leads, and conversion rates all rose, and we kept pushing further.
- Led static, motion, video, and UGC ads on Meta and YouTube. Motion and UGC converted best, so we led with them.
- Directed video and photo shoots for top-of-funnel and year-end ads, sourcing and budgeting a freelance videographer and photographer.

Events & Brand Activations

- Defined the creative theme for each event from the audience and new offerings, directing spatial planning, environmental graphics, signage, and motion graphics with the Director of Events.
- Produced full event content suites, including a 200 ft looping animation for Squire’s largest annual event in Las Vegas and 2 Connecticut barber expos.

Identity & Systems

- Evolved Squire’s visual identity and built its brand guidelines and design systems, validating direction with A/B tests and partnering with the CMO on a company brand video.
- Partnered closely with Product Design so the evolving identity kept pace with the product.

AI-Assisted Workflow

- Helped set up our design language system (DLS) in Claude so it could produce low-fidelity prototypes faster.
- Encouraged the marketing team to use ChatGPT to turn event plans into 3-D views of the space, then placed everything in Photoshop. Used Claude and ChatGPT to concept campaigns and shoots.

Team & Agency Direction

- Built the creative function from one freelance hire to two creatives plus freelancers, and directed an agency partner’s visual work from concept through delivery.

ART DIRECTOR

SEP 2020 – SEP 2025

EXTEND ENTERPRISE — NEW YORK, USA

Learned Extend’s fintech payments product from the inside and bridged its visual identity across channels in the first few months, taking cues from the product’s style guides to create one language from Product to Marketing.

Website & Digital

- Led the website redesign and built new landing pages, then maintained the site in Webflow with the web developer.
- Led co-branded creative for American Express (ads, landing pages, emails, and product offerings) that met both brands’ standards at every touchpoint.
- Did alt text, inclusive design, and contrast work for the marketing website and the product.

Sales & Executive Enablement

- Turned dense business content into polished executive layouts for yearly reviews and investor pitch decks.
- Wrote creative briefs for Product Marketing, agencies, and freelancers, and planned social content.

Events & Swag

- Helped organize and was hands-on for 3 off-sites and 4 client events during Commercial Payments International week in NYC. Designed and produced swag including hoodies, tees, caps, mugs, and chargers, sourcing vendors, samples, and budgets.

Systems & Product Partnership

- Redeveloped brand guidelines with the Head of Design and CMO and built the Brand Book. Introduced design systems and templates in Sketch and Figma, improving team efficiency by 65%.
- Embedded with product design from Extend’s earliest days, critiquing flows and offering alternatives.
- Led marketing creative end to end, managing up to 3 direct reports at a time.

ART DIRECTOR + SENIOR DESIGNER

JUN 2016 – JAN 2020

THE ESTÉE LAUDER COMPANIES — NEW YORK, USA

- Designed advertising and marketing creative across social, EDMs, email, and website banners, keeping campaigns moving through review with editorial and production teams.
- Owned creative direction across 33 in-house brands (M·A·C, Bobbi Brown, Clinique, Aveda, and Lab Series), building visual systems and templates that held one creative standard across dozens of parallel campaigns.
- Reviewed proofs and coordinated with agencies and printers through final production to protect color, materials, and quality.
- Managed a high volume of concurrent projects with a Time & Action calendar, and laid out Annual Business Reviews and Breast Cancer Campaign reviews on tight deadlines.
- Mentored and directed junior designers.

ART DIRECTOR	Collection 18, New York, USA	2015 – 2016
SENIOR DESIGNER	Allegravita, New York, USA	2014 – 2015
ARCHITECT	Grimshaw Architects, Melbourne, Australia	2010 – 2014

EDUCATION

MASTERS IN ARCHITECTURE	University of Dundee, Scotland	2005 – 2010
DIPLOMA IN ART & DESIGN	University of Dundee	2004 – 2005

PUBLIC ART

24 murals across 4 continents Paris and Montreal mural festivals Featured in Red Bull and Global Street Art