



CREATIVE DIRECTION · AI

CONTACT

EMAIL

hello@abirhossen.com

PORTFOLIO

abirhossen.com

LINKEDIN

linkedin.com/in/abirhossen54321

AGENCY

bluearchofficial.com

PHONE

+880 1581 792196

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, CapCut, DaVinci

AI

ChatGPT, Claude, Midjourney, Runway, Sora, ElevenLabs, HeyGen, Higgsfield

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 &
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

- ◆ 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 and Axelman Digital.
- ◆ Design brand-aligned assets: social creatives, paid ads, brochures, menus, signage, identity systems, and print.
- ◆ Produce promo and ad-style video for creator and entertainment audiences, including Bilibili Comics and YouTube creators such as MVPerry.
- ◆ Use AI tools (Midjourney, ChatGPT, Runway, Canva AI) to ship more concepts in less time at a consistent quality bar.
- ◆ 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 - Jan 2026

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.

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.