



antony binoj

CREATIVE PORTFOLIO

PERFORMANCE MARKETING ►

DIGITAL ►

BRANDING ►

ILLUSTRATION ►

ANIMATION ►

CAMPAIGN DESIGN ►



WWW.LOOBOW.COM





Built from real in-house experience

With 10+ years of experience in branding, digital design, motion graphics, and performance marketing, I help businesses turn ideas into impactful visuals. My background spans retail, ecommerce, B2B exhibitions, CRM marketing, advertising, and brand development across in-house and agency environments.

I combine strategy with hands-on execution to create work that is visually strong, relevant, and built to perform across channels.

Cross-Functional Collaboration

Having worked across retail, ecommerce, branding, CRM, and performance marketing, I regularly collaborate with marketing teams, business stakeholders, agencies, developers, and production partners. This experience allows me to translate business goals into effective creative solutions while maintaining consistency across multiple channels and platforms.



LISTEN

ALIGN

EXECUTE

How I Work

I start by understanding the goal, audience, and platform before I begin designing. I work on brand identity, digital campaigns, motion graphics, CRM assets, and performance creatives, mixing strategy with good design. For me, design should be clear, useful, support business goals, and work well across all formats and channels. I always aim to create work that feels simple, effective, and engaging.

The Lean Approach

I work with a flexible, lean approach that combines senior-level creative experience with efficient execution. Having worked in fast-paced retail, ecommerce, and campaign environments, I am comfortable adapting to changing priorities, managing multiple deliverables, and collaborating across teams. This allows me to move quickly, maintain quality, and deliver consistent creative support while staying focused on the details that make a project successful.

ABOUT ME



Brand Identity

- Brand Guidelines & Asset Creation
- Logo Design & Visual Systems
- Marketing Collateral Design
- Brand Strategy & Development

Digital & Social Design

- UI/UX Design (Web & App)
- Social Media Design
- Digital Campaign Visuals
- Performance Creative Assets

CRM & Email

- EEmail Campaign Design
- CRM & Lifecycle Communications
- Product & Promotional Modules
- Push & In-App Messaging

Illustration & Art

- Digital Illustration & Character Design
- Caricature & Educational Artwork
- Fine Art & Digital Painting
- Storyboarding & Visual Narratives
- Textile / Pattern Design
- Vector Illustration & Adaptation

Digital Advertising

- Meta, Google & YouTube Ad Creatives
- Paid Media Campaign Design
- Display & Banner Advertising
- Conversion-Focused Visual Design

Print & Production

- Print Collateral (Flyers, Posters, Brochures)
- Packaging & Label Design
- Production Artwork & Prepress Files
- Multi-format Campaign Adaptation

Motion & Video

- Video Editing & Social Reels
- GIF & Lottie Animations
- Motion Graphics & Animation
- Explainer & Campaign Content

OOH & Environmental

- Billboard & Lamppost Advertising
- Retail & In-store Visuals
- Outdoor Campaign Systems
- Environmental & Wall Graphics

SKILLS

Tools & Software

Design: Photoshop, Illustrator, InDesign, Acrobat, Figma
Motion: After Effects, Adobe Animate, Premiere Pro, Lottie
AI: Firefly, Krea, Midjourney, ChatGPT, Nano Banana
Illustration: Photoshop • Illustrator • Procreate

Enterprise in-house experience: Carrefour, Namshi, Rocket Internet ventures



B2B Exhibition Campaign & Key Visual Development

My Role

Creative Direction | Designer

Challenge

Create a premium B2B campaign that balances industrial precision with human craftsmanship.

Project Overview

Developed two master key visuals for WOODEX 2026, including the 25th Anniversary and Global editions, built around craftsmanship, precision, and industry expertise.

Scope

- Campaign Concept Development
- Key Visual Design (2 Routes)
- Print & Digital Adaptations
- Exhibition & Event Branding
- Production Artwork

Result

Created a scalable visual system used across exhibition communications, marketing collateral, digital channels, and large-format event applications.

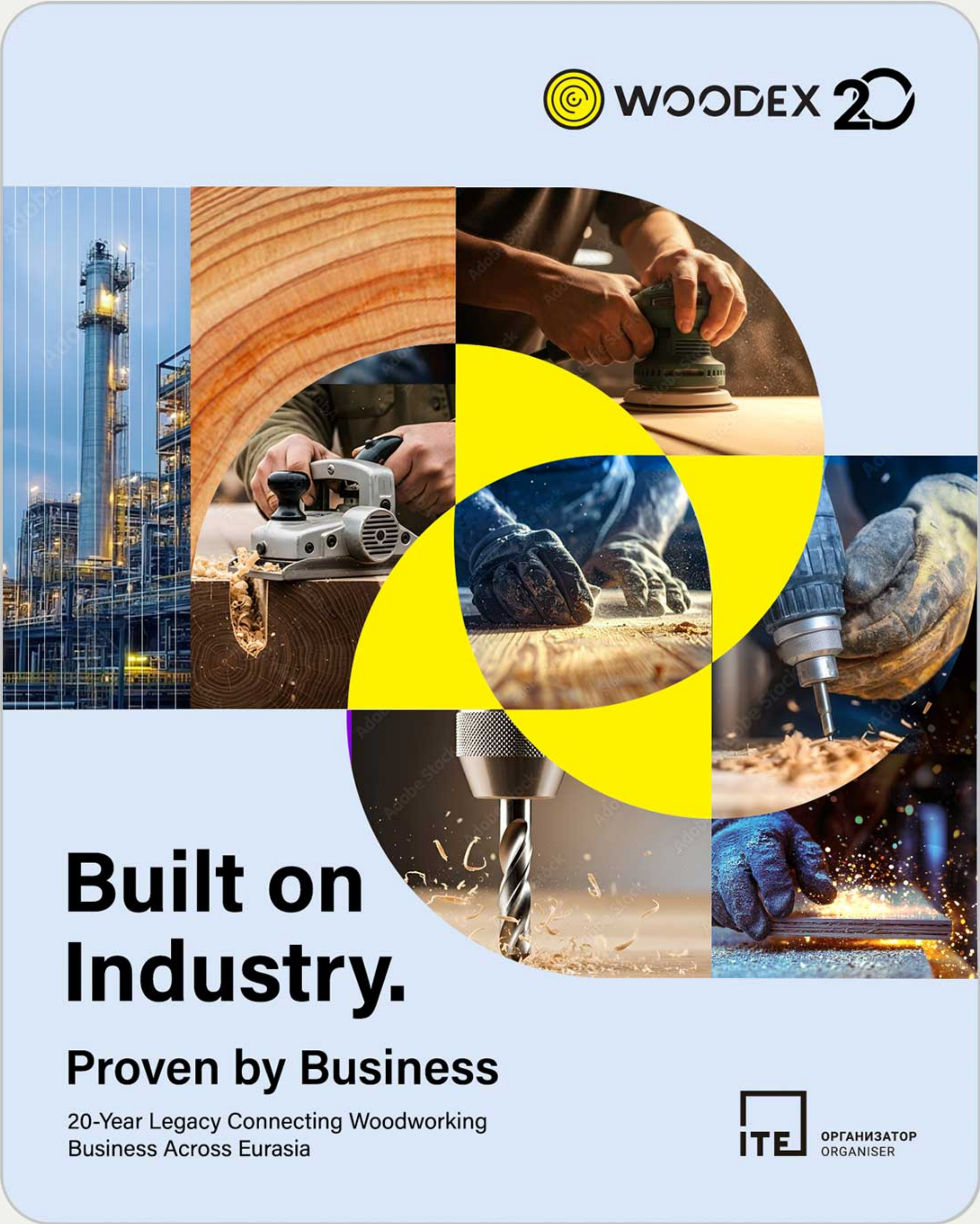
Client | Country | Year

WOODEX | UK | 2026

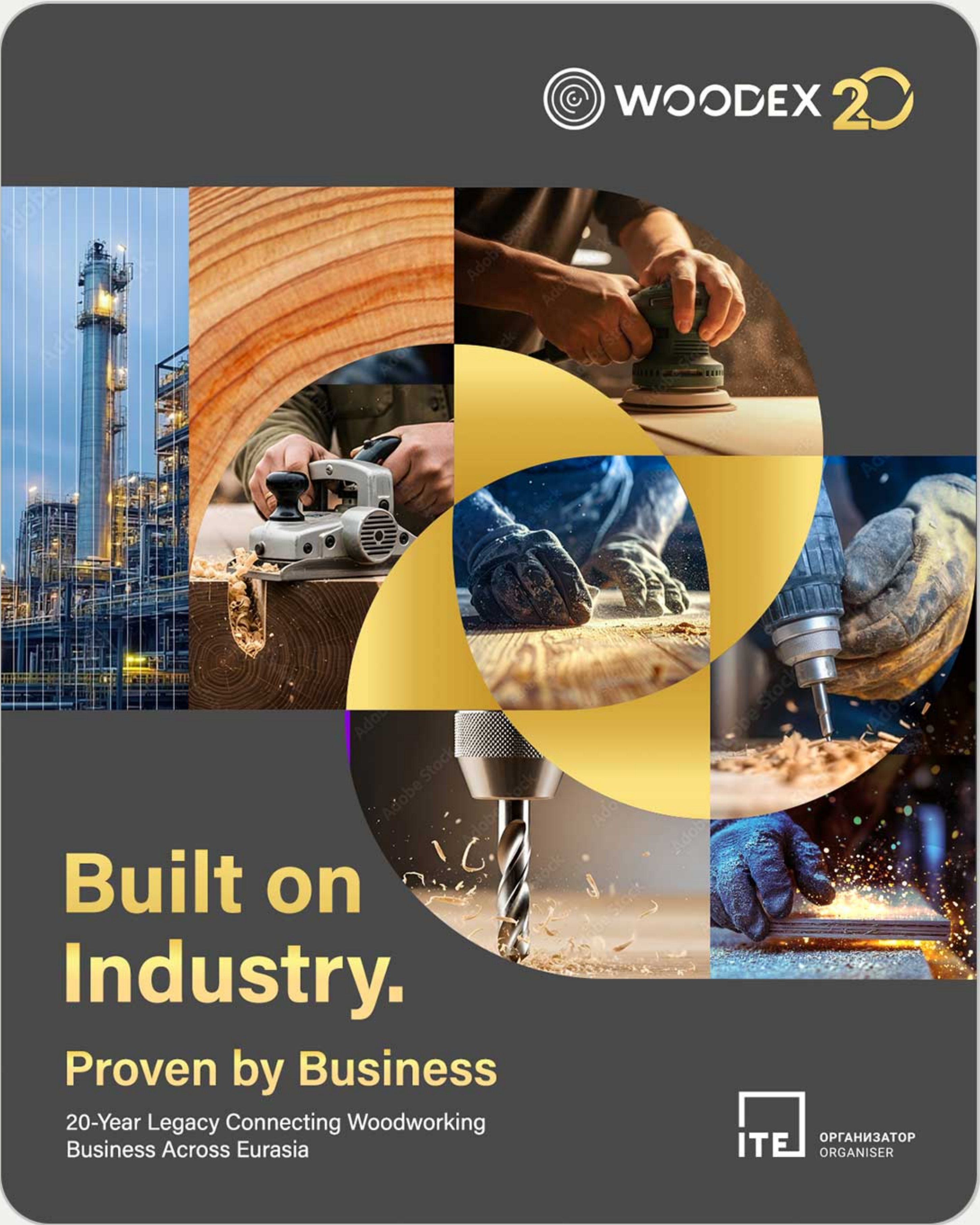
View Project



Global Business edition



25th Anniversary campaign



Performance Marketing Creative

My Role

Lead Designer | Motion Designer

Challenge

Create engaging performance marketing creatives that increase brand awareness, generate qualified leads, and promote premium residential communities across digital platforms.

Project Overview

Collaborated with the creative team to develop performance marketing assets for Imara Homes, leading the design and production of short-form videos, digital ads, and social media creatives across TikTok, Meta, and Instagram.

Scope

- Performance Marketing Creatives
- Short-Form Video Production
- Meta, Instagram & TikTok Ads
- Motion Graphics & Video Editing
- Campaign Creative Optimization

Result

Delivered a scalable creative system for ongoing paid social campaigns, supporting brand awareness, audience engagement, and lead generation across multiple digital platforms.

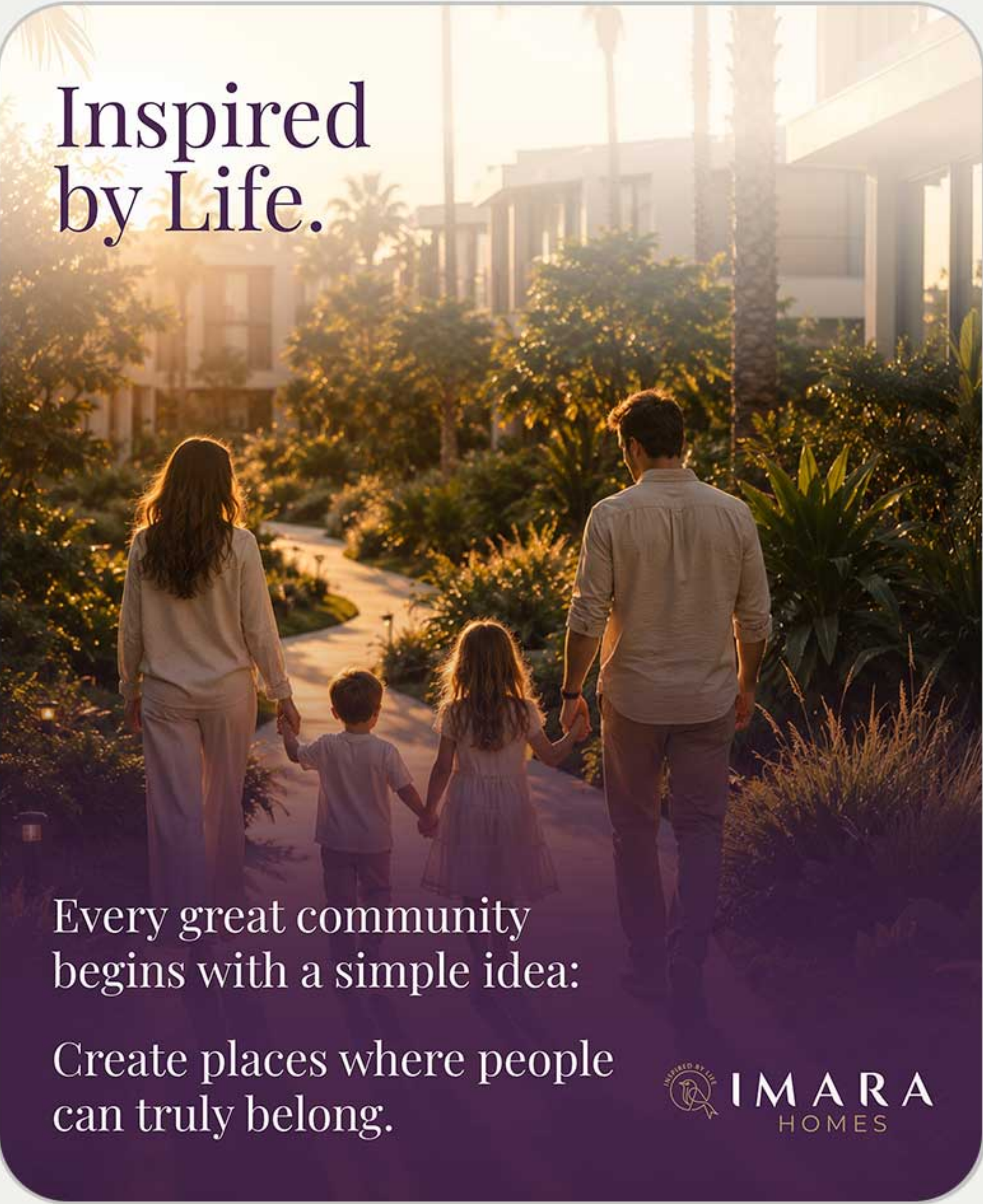
Client | Country | Year

IMARA HOMES | CA | 2026

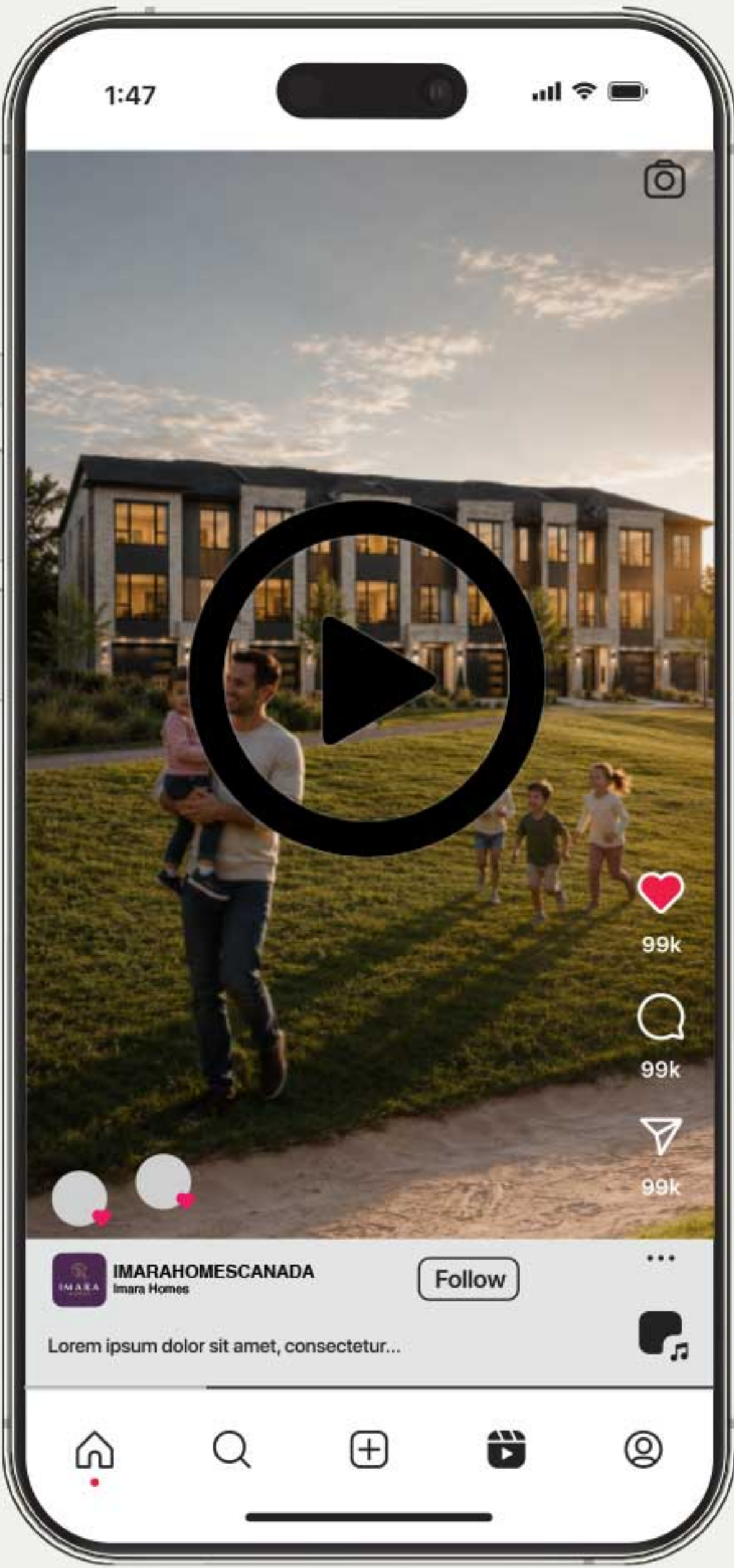
View Project



Meta and Instagram



Video | Tiktok | IG



Google Display Network



B2B Performance Marketing Campaign (Paid Creative System)

My Role

Campaign Designer

Challenge

Develop a high-performing paid media creative system for LinkedIn and Google Display to drive early-stage registrations and test multiple messaging pillars for UKCW 2026.

Project Overview

Created a modular set of campaign creatives based on four strategic messaging routes Scale & Authority, Meet the Buyer, CPD & Knowledge, and Sustainability aligned with UKCW's brand toolkit and performance objectives.

Scope

- Performance Campaign Concept Development
- Paid Media Creative System (4 Directions)
- Multi-format Adaptation (LinkedIn + Display)
- Messaging Hierarchy & Layout System
- Design Production for Scalable Rollout

Result

Established a structured creative testing system for registration-focused campaigns, enabling performance evaluation across messaging themes and audience segments.

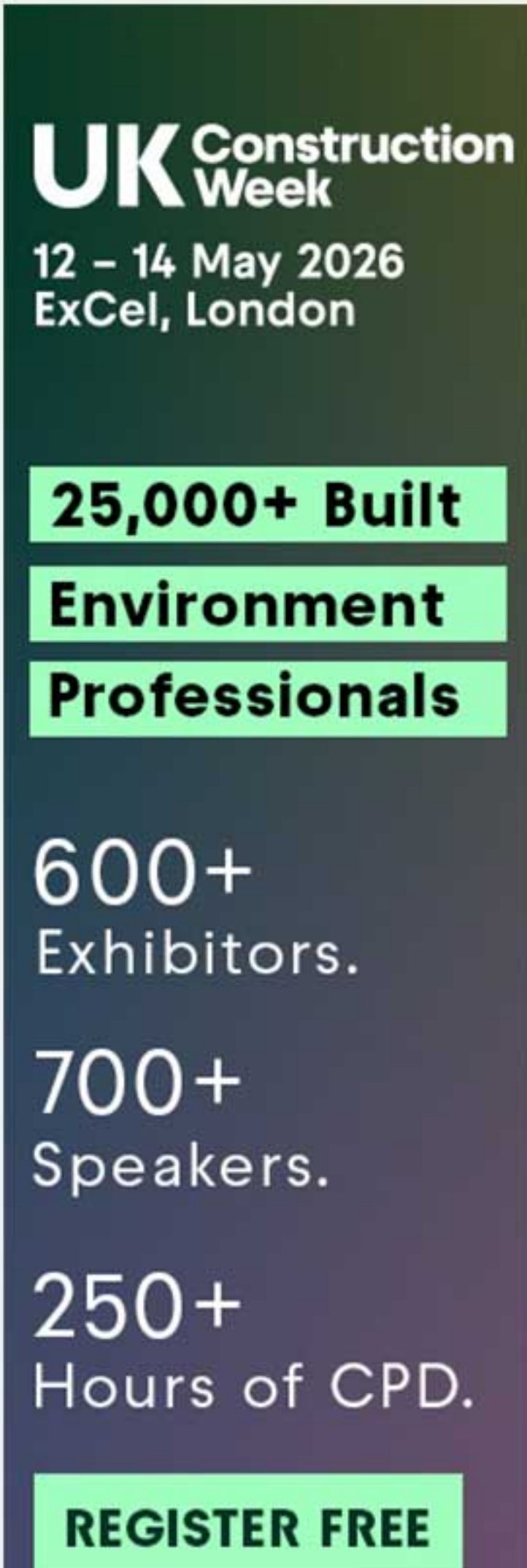
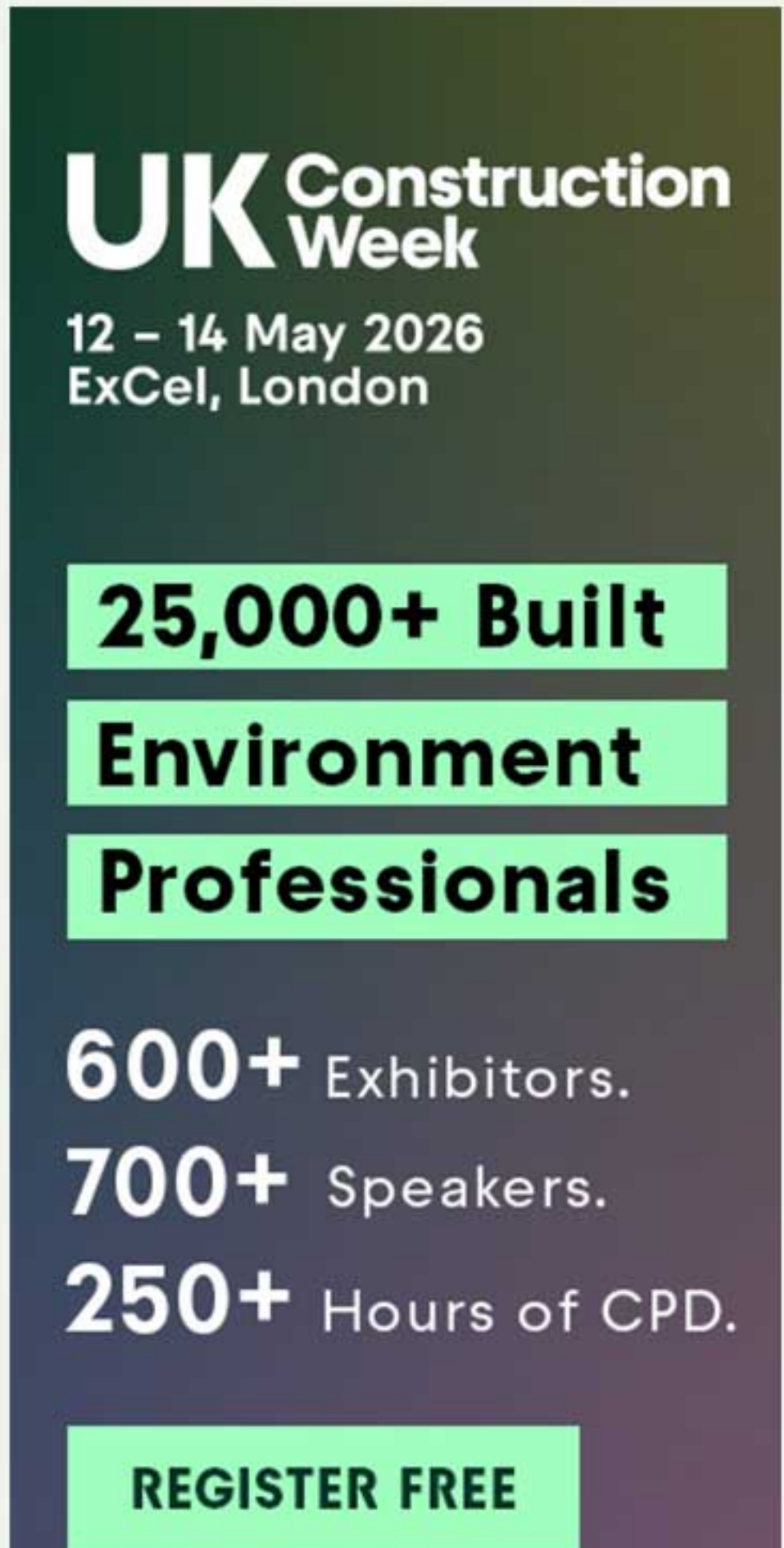
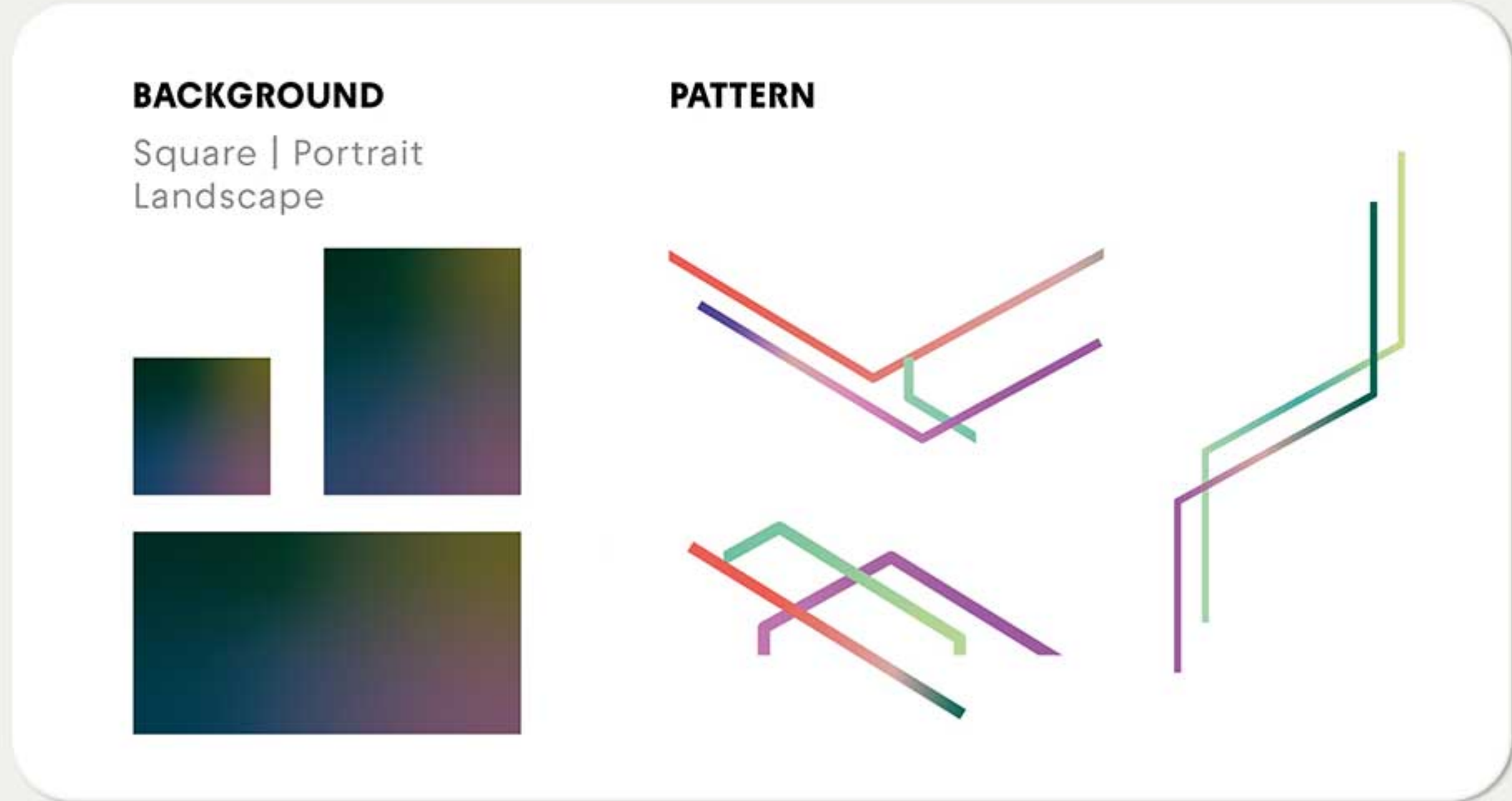
Client | Country | Year

UKCW | UK | 2026

View Project



UK Construction Week



Strategic Partnership & Co-Marketing Campaigns

My Role

Creative Lead | Designer

Challenge

Develop co-branded campaigns that align multiple stakeholder requirements while maintaining brand consistency and driving promotional objectives.

Project Overview

Created partnership campaign key visuals and multi-channel creative assets for leading brands including HSBC, First Abu Dhabi Bank, Emirates Islamic Bank, ENBD, GEMS Education, and Air Arabia, supporting year-round promotional, loyalty, and customer acquisition campaigns.

Scope

- Campaign Concept Development
- Key Visual Design
- Co-Brand Integration
- Stakeholder & Executive Approvals
- Multi-Channel Adaptations
- Production Artwork

Result

Delivered scalable campaign assets across digital, CRM, social, app, web, and retail touchpoints, enabling consistent execution of partnership initiatives throughout the year.

Partnership | UAE | 2020–24

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*T&C apply

Ecommerce Hero Banners (Web & App)

My Role

Creative Lead | Designer

Challenge

Design high-impact ecommerce hero banners to drive traffic, boost daily sales, and support urgent promotional campaigns across web and mobile app entry points.

Project Overview

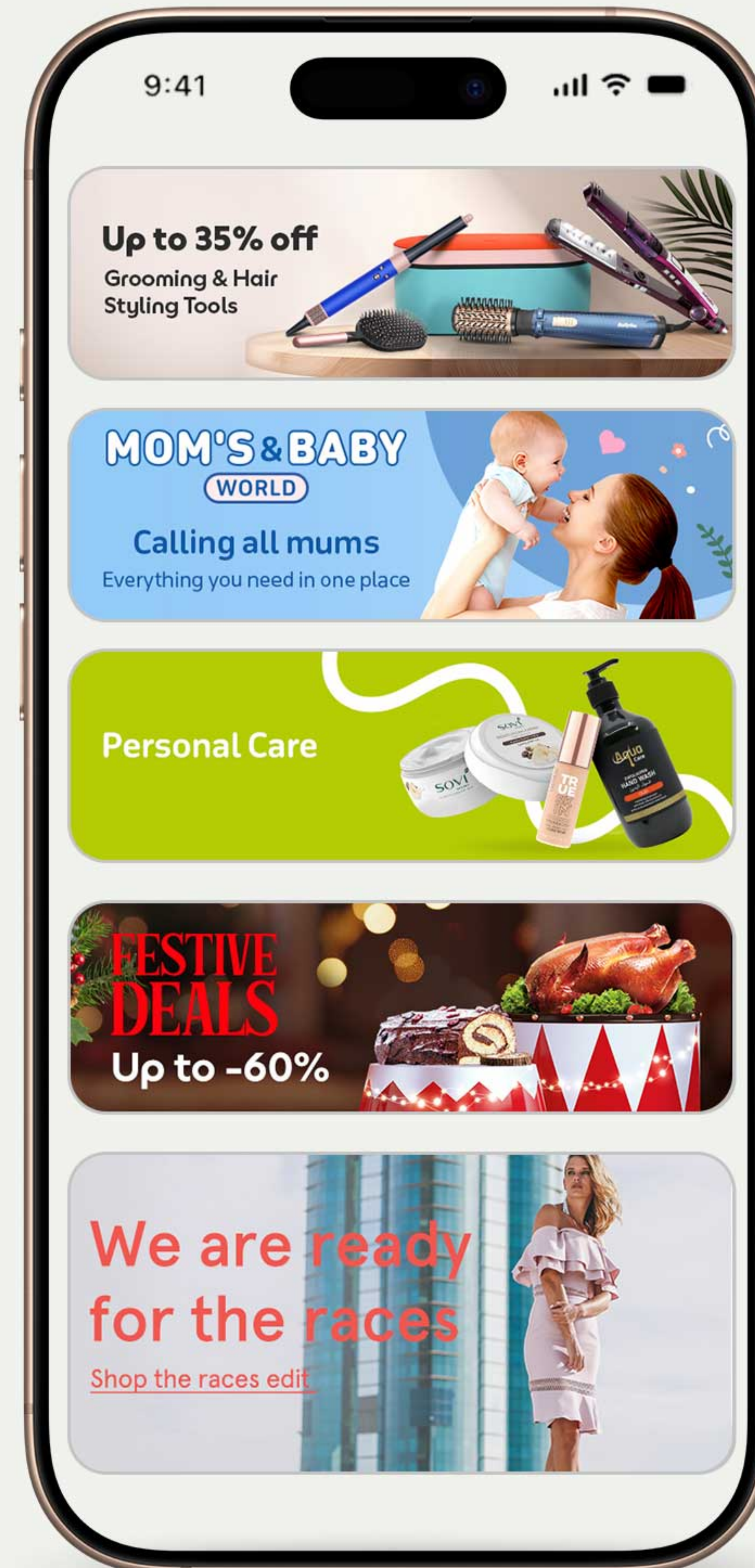
Created dynamic hero banner systems for daily deals, seasonal campaigns, and major promotional events, focused on increasing click-through rates and guiding users from homepage entry points to category landing pages.

Scope

- Campaign Key Visual Adaptation
- Daily / Seasonal / Major Promotions
- Web & App Hero Banner Design
- Traffic & Conversion-Focused Layouts
- Multi-format Resizing & Optimization

Result

Delivered high-visibility promotional assets supporting rapid campaign deployment and continuous sales uplift across ecommerce platforms.



Carrefour | Namshi | UAE 2017-24



Seasonal & Mega Sale Campaigns

My Role

Design lead | Designer

Challenge

Develop scalable campaign key visuals for major seasonal retail events that drive high-volume sales, maintain brand consistency, and work across global markets.

Project Overview

Created master key visual systems for annual flagship campaigns including Ramadan, Eid, Black Friday, and Festive season. Each campaign ran for 1-2 months and was adapted across multiple countries and marketing channels, ensuring consistency while supporting local market execution.

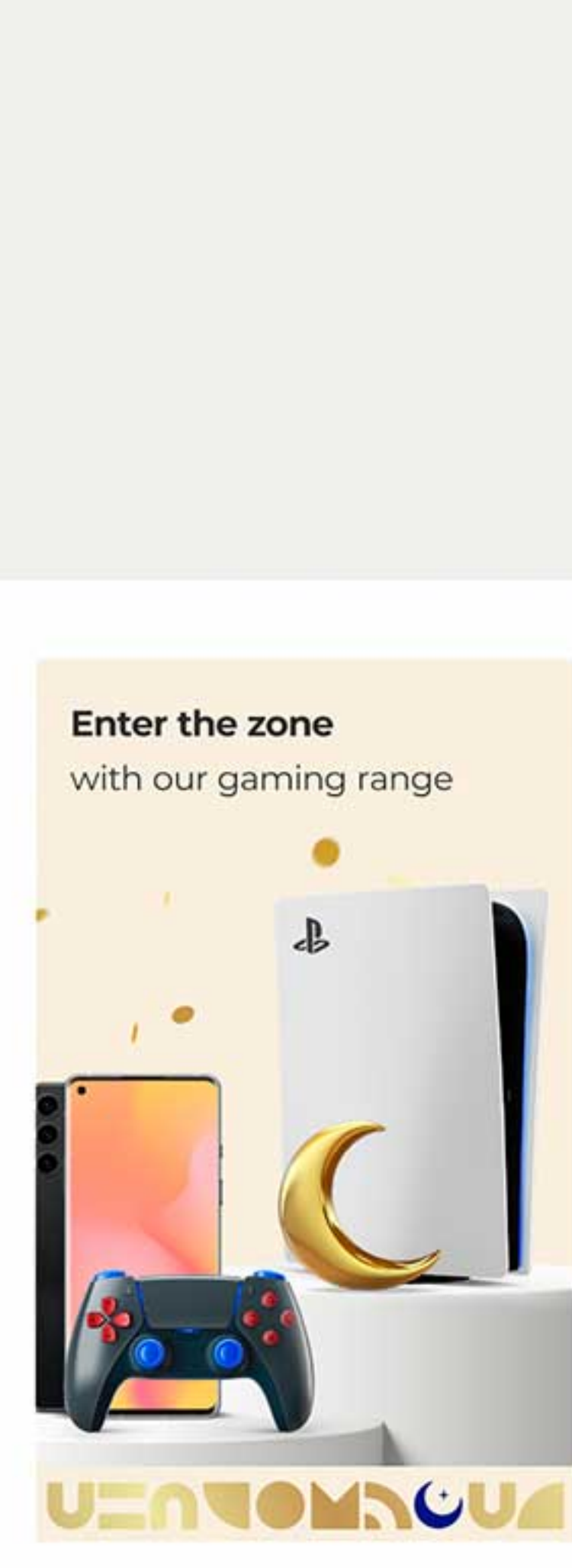
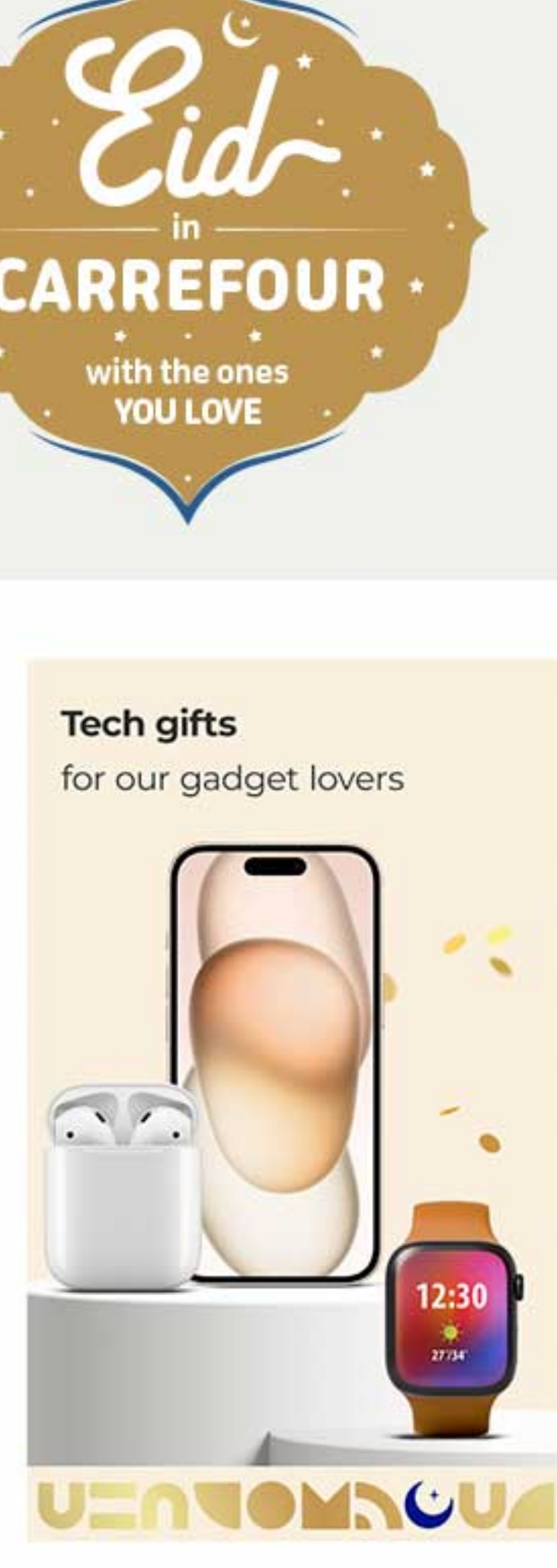
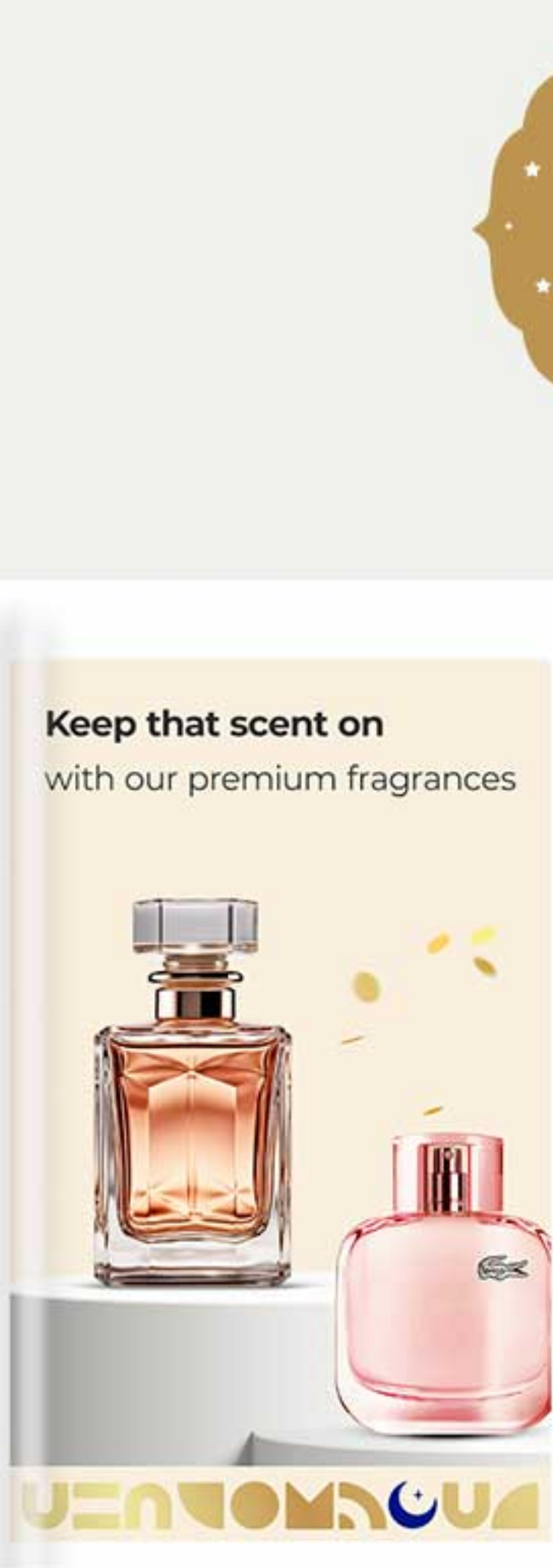
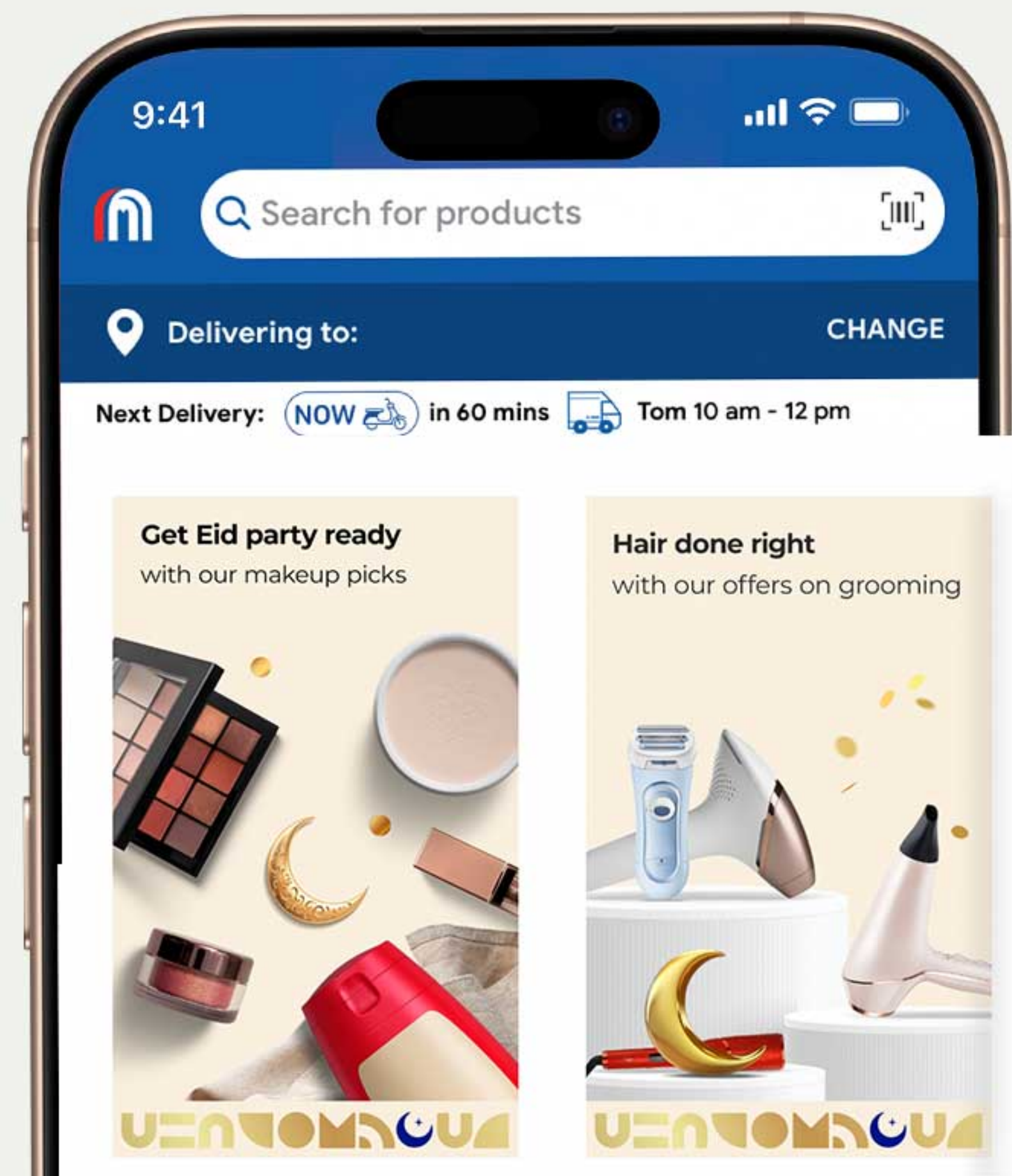
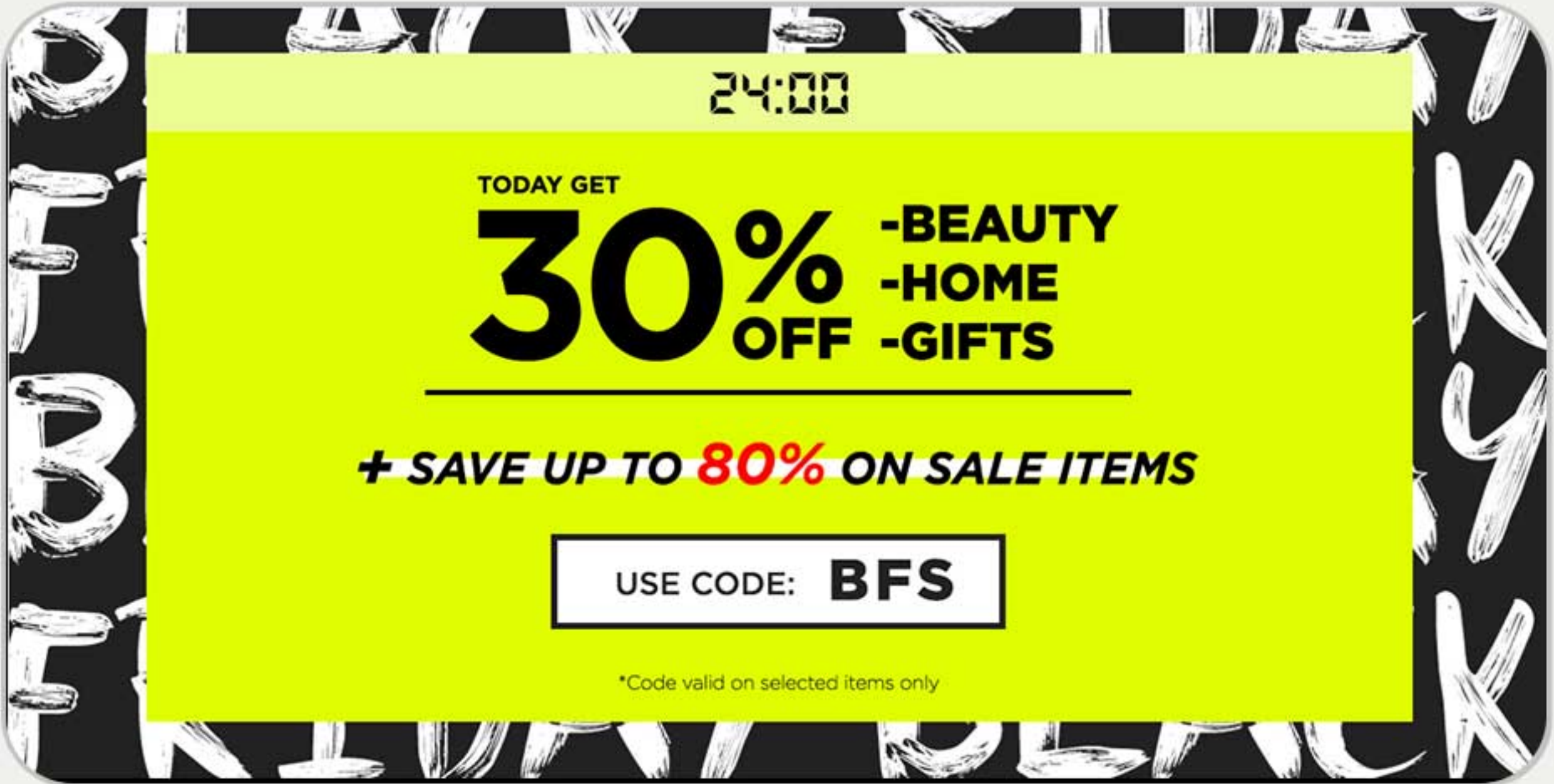
Scope

- Seasonal Campaign Key Visual Development
- Global KV System Adaptation
- Multi-Market Rollout Design
- Web, App & Retail Integration
- Performance-Focused Promotional Design

Result

Delivered high-impact seasonal campaigns that supported major retail sales periods and were deployed across multiple international markets and digital platforms.

In-House | UAE | 2018 - 25



Brand Identity & Marketing Collateral System

My Role

Creative Lead | Brand Designer

Challenge

Create a cohesive brand identity that translates seamlessly across marketing, packaging, vehicle branding, and branded assets while maintaining consistency and recognition across all touchpoints.

Project Overview

Developed a comprehensive brand identity system, including logo design, campaign visuals, marketing collateral, packaging, vehicle branding, and OOH advertising. The objective was to create a cohesive and scalable visual language that ensured brand consistency across all customer touchpoints.

Scope

- Logo & Visual Identity Development
- Key Visual Creation
- Marketing & Print Collateral
- Packaging & Promotional Assets
- Vehicle Branding & OOH Applications
- Multi-Channel Design Adaptation

Result

Delivered a scalable brand system that strengthened visual consistency, improved brand recognition, and ensured cohesive communication across customer touchpoints.

UK | UAE | INDIA 2012 - 25

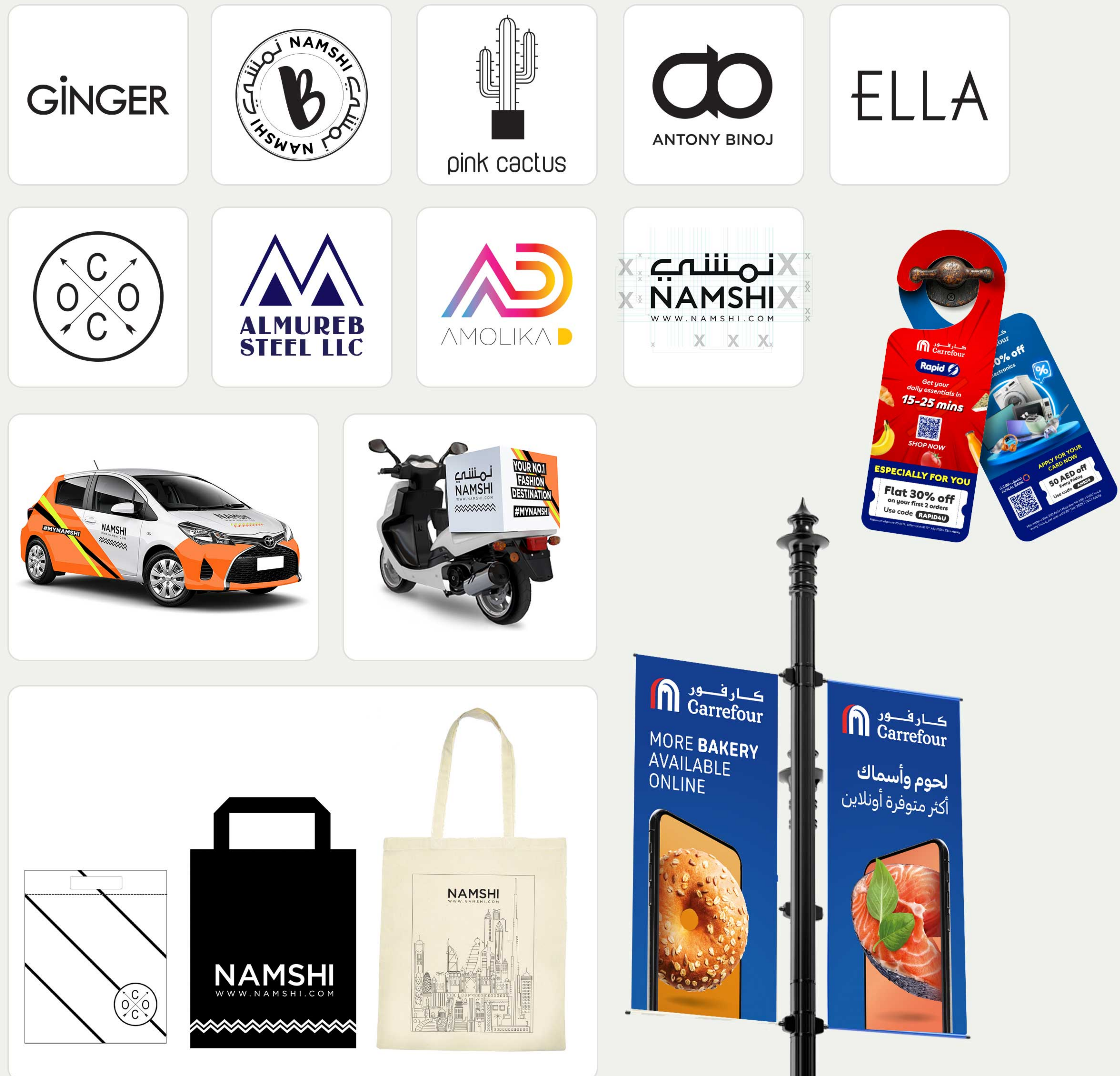


Illustration & Visual Storytelling

My Role

Illustrator | Creative Designer

Challenge

Create distinctive visual assets that communicate ideas, enhance brand experiences, and engage audiences across a variety of formats and environments.

Project Overview

Developed original illustrations, hand-drawn artwork, cartoons, caricatures, wall graphics, stickers, labels, and campaign visuals for both commercial and creative applications. Each project required a unique visual approach while maintaining strong storytelling and visual impact.

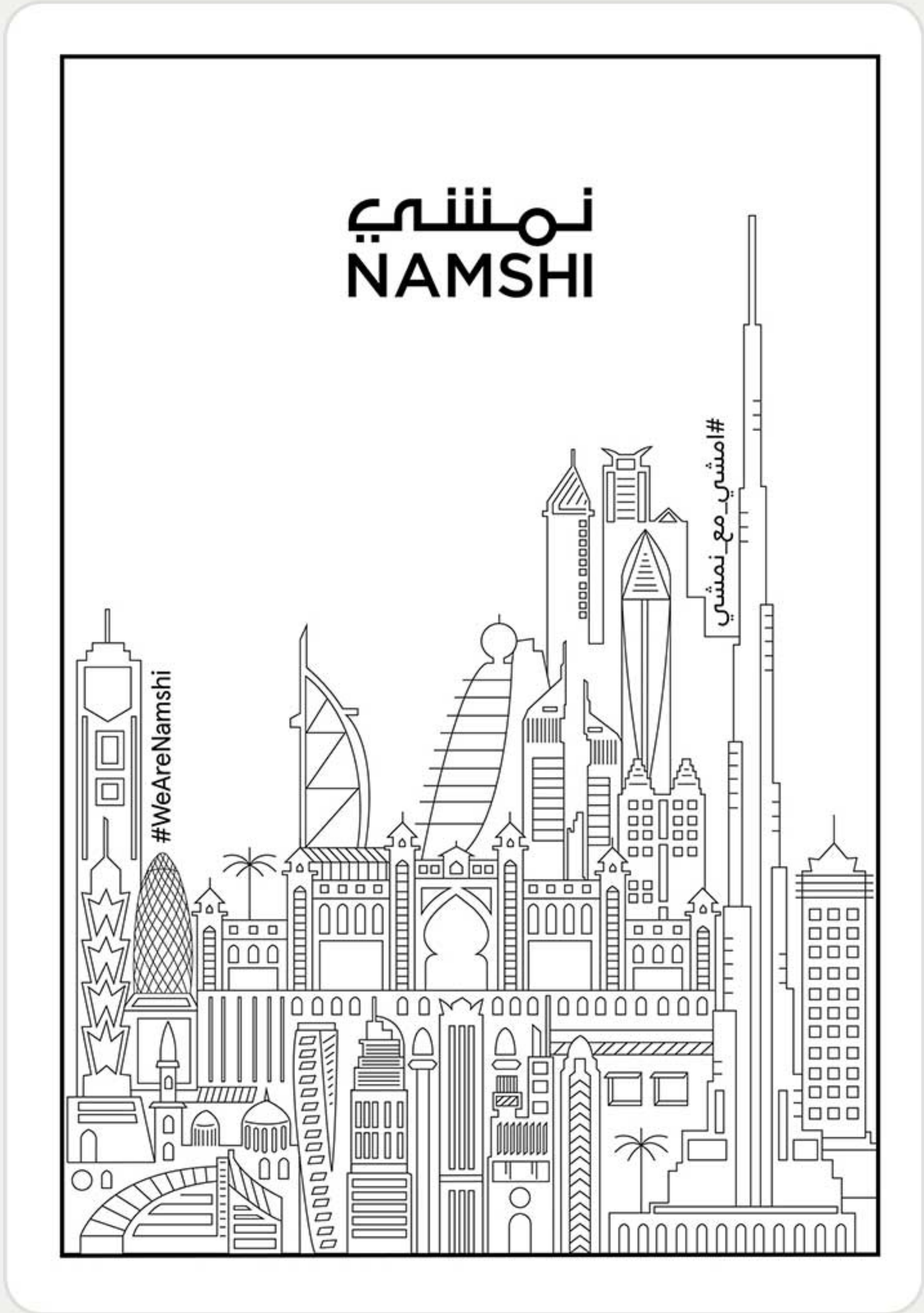
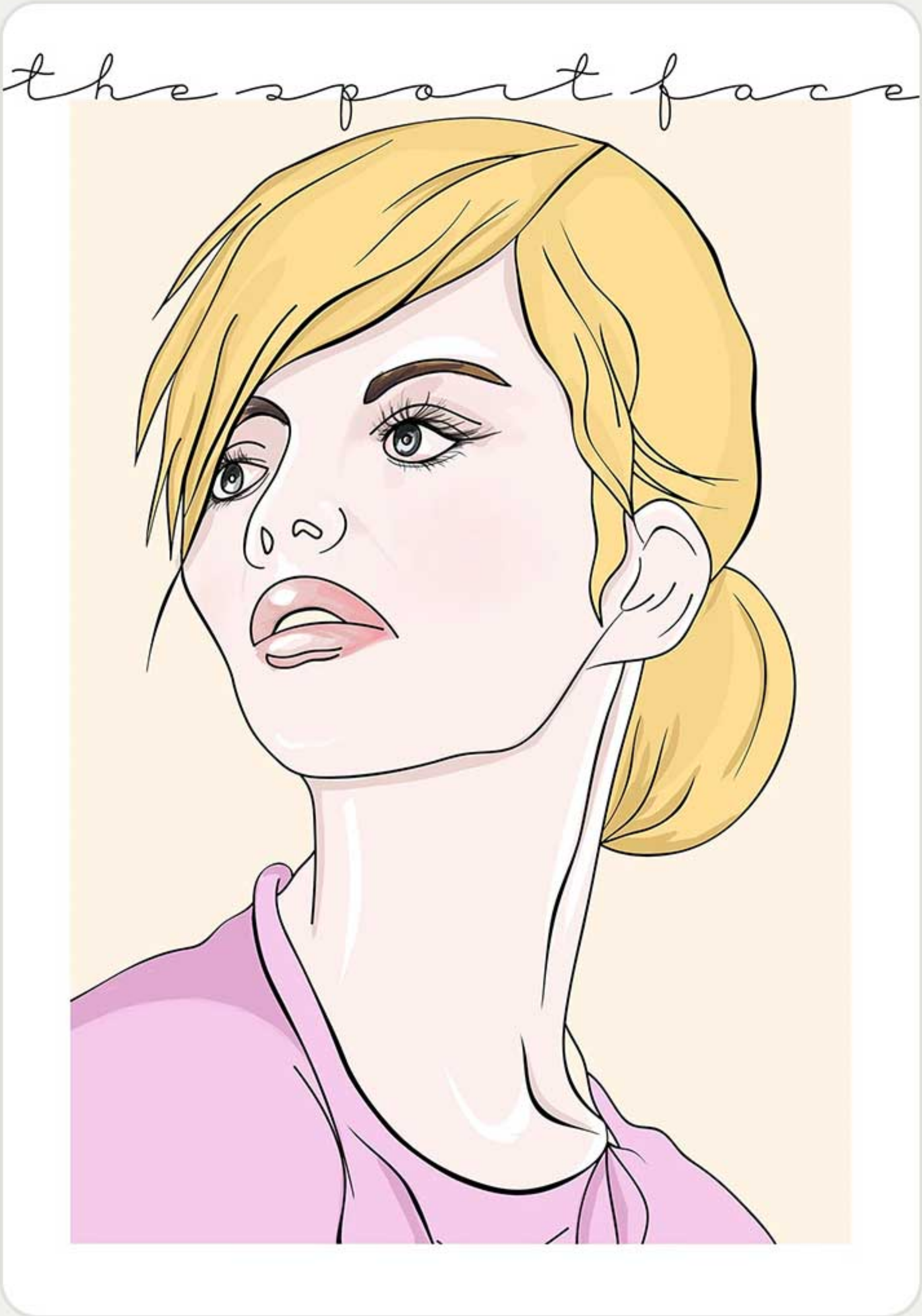
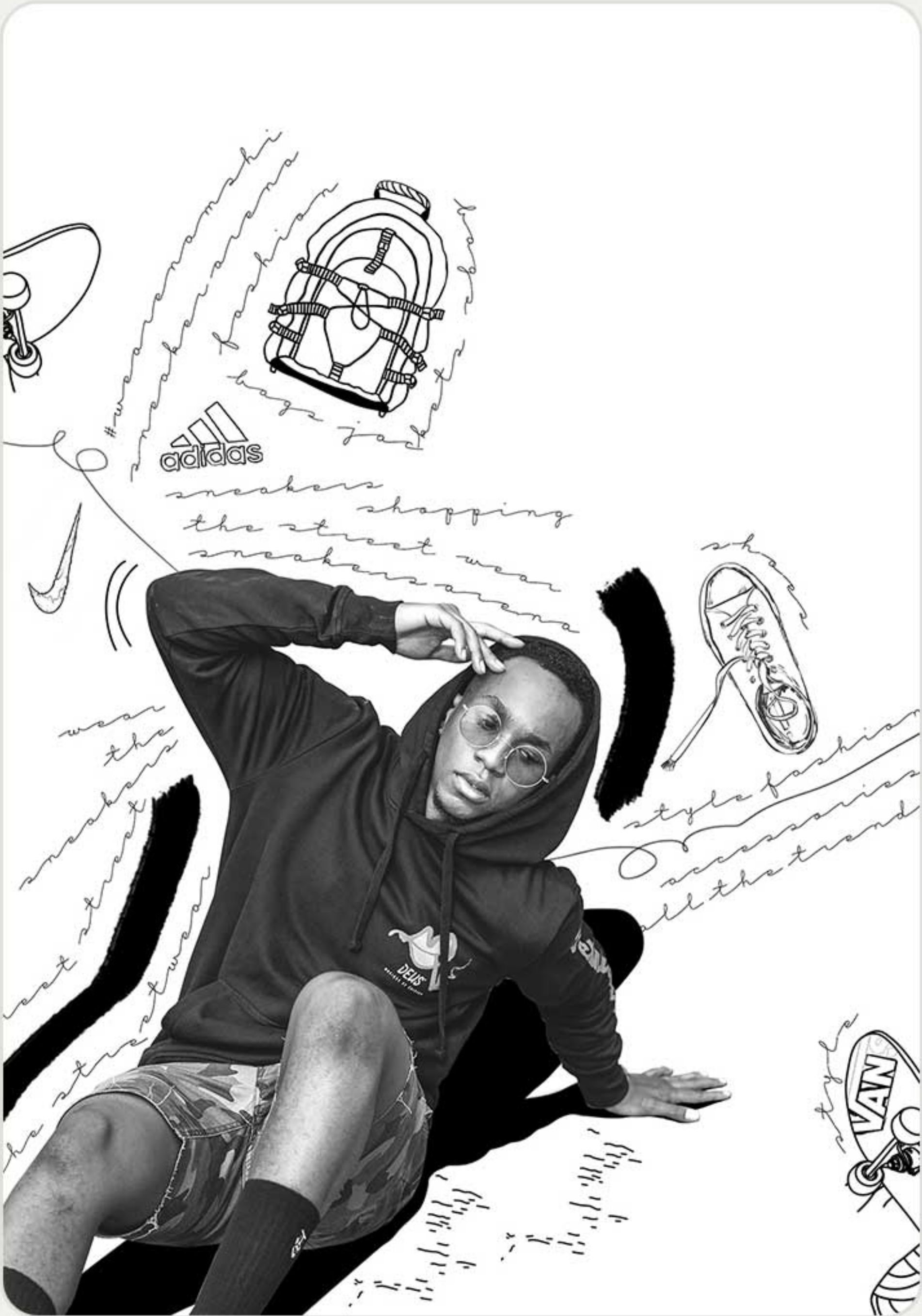
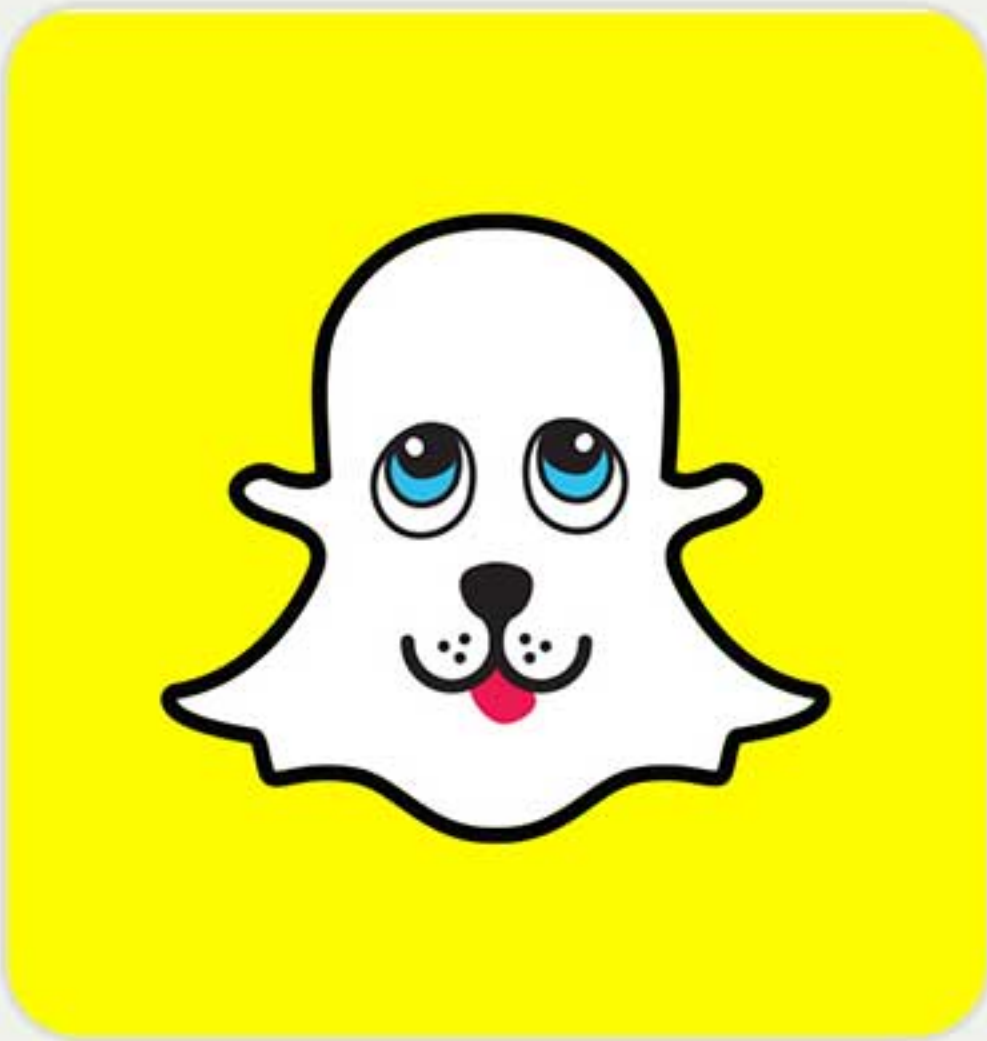
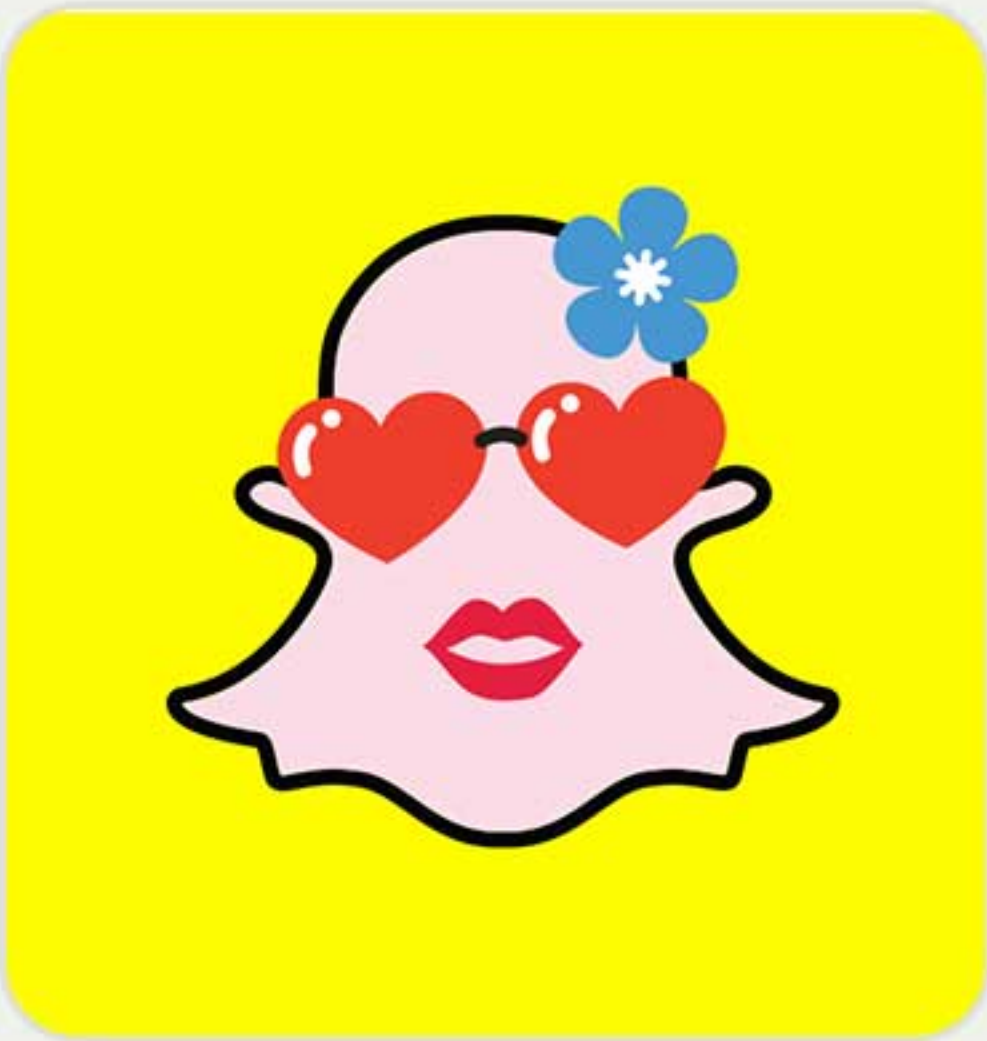
Scope

- Custom Illustration
- Hand-Drawn Artwork & Sketching
- Cartoon & Character Design
- Caricatures & Portrait Illustration
- Wall Graphics & Murals
- Sticker & Label Design
- Key Visual Development

Result

Created engaging visual assets that enhanced brand communication, supported marketing campaigns, and transformed concepts into memorable visual experiences across digital and physical environments.

NAMSHI | UAE | 2012 - 25



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+ MORE

NAMSHI

Textile Pattern & Apparel Graphics Design

My Role

Graphic Apparel Designer | Vector Illustrator

Challenge

Create scalable vector artwork and repeat patterns that translate seamlessly from digital design to garment production while maintaining visual quality and consistency.

Project Overview

Developed custom vector illustrations, apparel graphics, and repeat textile patterns for clothing applications. The work focused on creating production-ready artwork that balances creativity, brand requirements, and manufacturing standards.

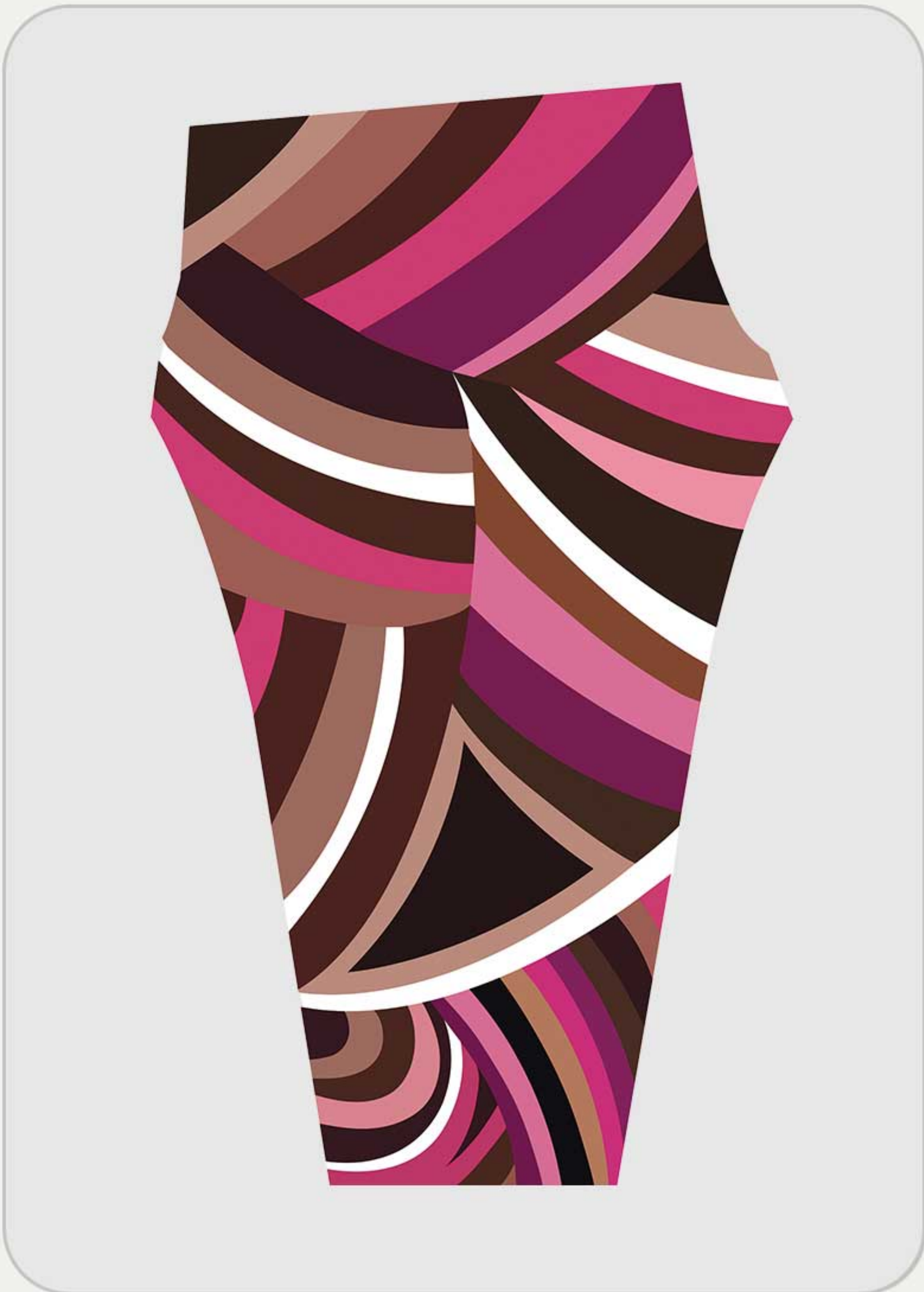
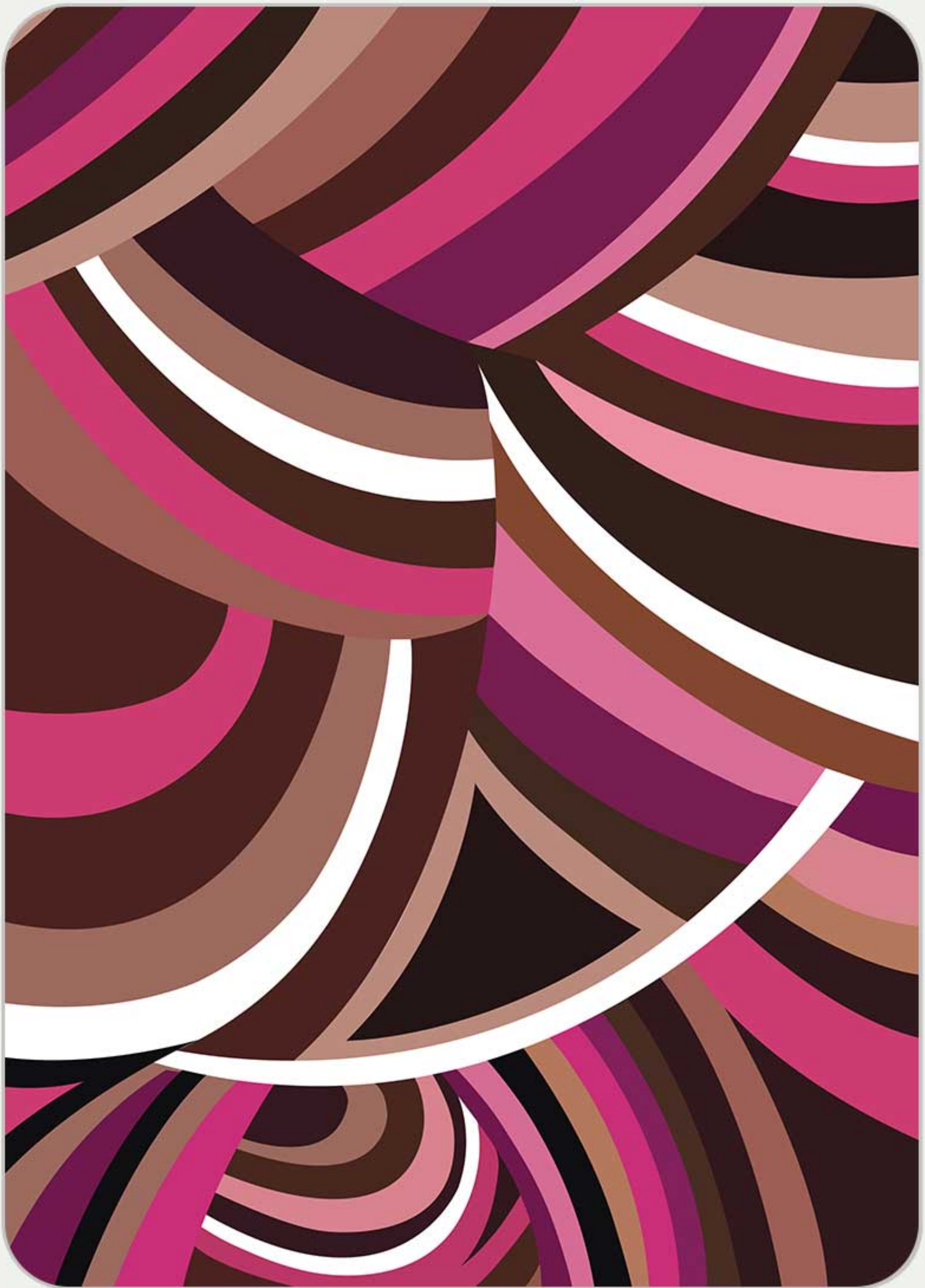
Scope

- Vector Illustration & Artwork
- Repeat Pattern Design
- Apparel Graphics Development
- Textile Print Design
- Production-Ready Artwork
- Adobe Illustrator Asset Creation

Result

Delivered high-quality vector designs and seamless textile patterns ready for garment production, ensuring consistency across multiple products and print applications.

UAE | INDIA 2026



Motion, Video & AI Content

My Role

Creative Direction | Motion Designer

Challenge

Create engaging video content across multiple platforms and objectives, balancing storytelling, brand communication, and performance marketing requirements.

Project Overview

Developed motion graphics, promotional videos, social media reels, AI-assisted creative content, and performance marketing assets for digital campaigns. The work combined concept development, visual storytelling, animation, and creative direction to deliver impactful content across various channels.

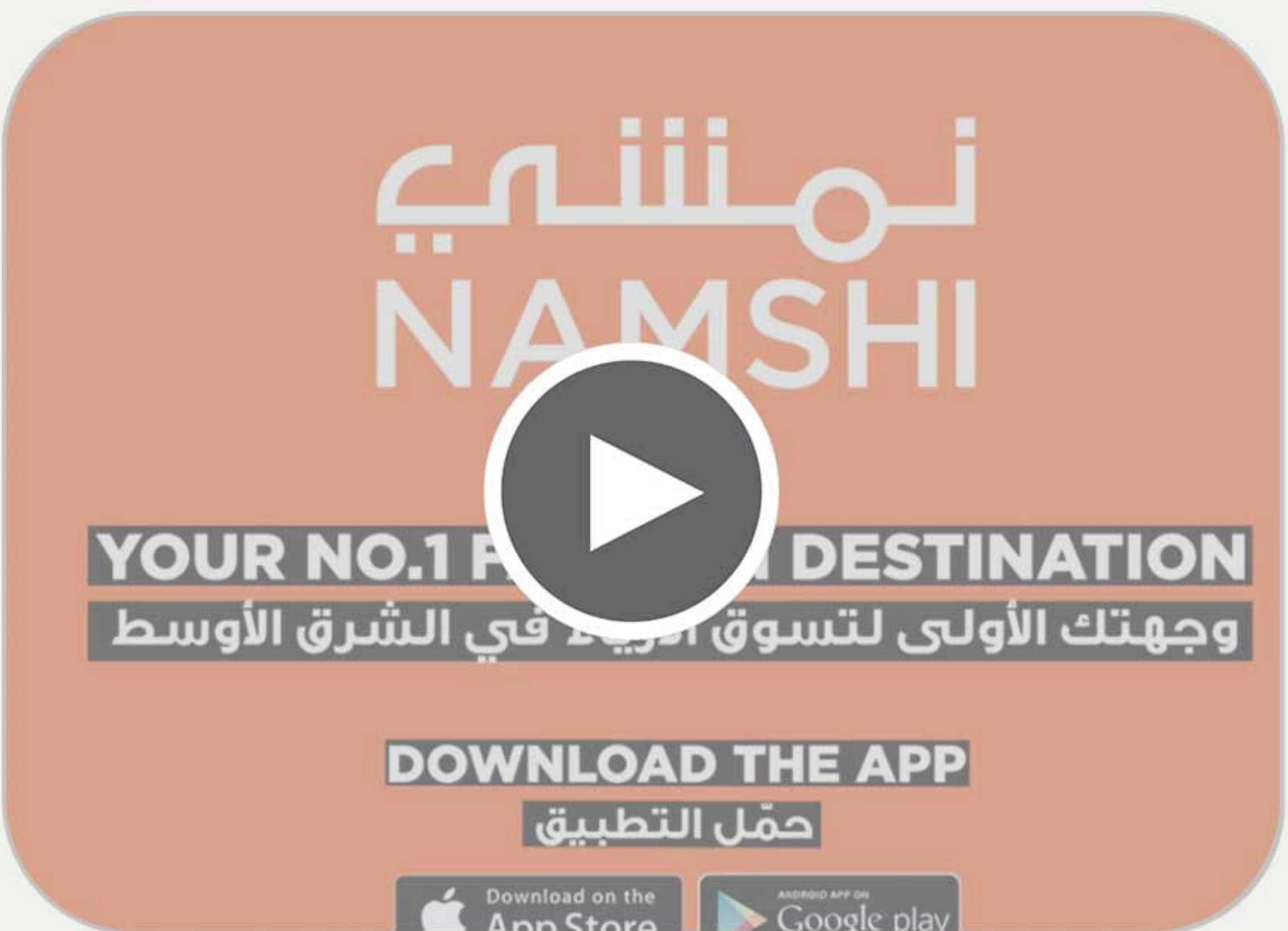
Scope

- Motion Graphics & Animation
- Video Editing & Social Reels
- AI-Assisted Creative Content
- Performance Marketing Videos
- Explainer & Promotional Content
- Multi-Platform Content Adaptation

Result

Delivered engaging video content that enhanced brand communication, supported campaign objectives, and increased audience engagement across digital platforms.

UAE | 2020 - 2025





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THANK YOU



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