



Kalpith Bothra

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Portfolio:

www.kalpitb.com

Experience

JUNE 2022
- PRESENT

Creative Manager - Brand Team Careem (Uber Inc.)

900X GROWTH IN CALENDAR YEAR 2024

99% ownership of Creative output, Various campaigns and concept development,
Two launch campaigns for new financial products, Disruptive marketing stunts,
Collaboration with marketing directors and management teams,
Recognised for thinking beyond the brief and delivering campaigns holistically

360° CAMPAIGN FOR CAREEM PAY GLOBAL TRANSFERS

Film 1 - <https://youtu.be/kuKr-yvM-YE>

Film 2 - <https://youtu.be/LpDOgJlf4Mo>

Concept, Production Coordination for Art, Sound and Direction

Achieved all-time high completed view through rate

Positive results on Brand Lift Study for awareness and purchase intent

Beating internal campaign and industry benchmarks in CPV and CPC

CAREEM UPCLOSE SERIES

<https://youtu.be/2p-9KkoritI>

UX driven films for high-end product marketing

Concept, Art Direction and Production

AI IMPLEMENTATION LEAD

Introducing and training the Creative team and broader organisation

Implementation for image generation, photo enhancements,

editing, video creation, campaign scaling and more

REBRANDING OF CAREEM PAY AS A FINTECH BRAND

Concept Exploration, Art Direction and extensive brand guidelines

JANUARY 2021
- JUNE 2022

Senior Art Director Livingroom Communications

BRONZE AT TRANSFORM AWARDS - BEST VISUAL IDENTITY FOR EMIRATES POST

SUCCESSFUL PITCHES FOR AMAZON, OSN, AMERICANA

INTEGRATED CAMPAIGNS, WEBSITE DESIGN, PHOTOGRAPHY, MOTION GRAPHICS

APRIL 2013
- JANUARY 2021

Head of Design & Advertising Itan Jewels Dubai

BRAND DEVELOPMENT, INTEGRATED CAMPAIGNS FROM CONCEPT TO DELIVERY

WEBSITE AND UI DESIGN, PHOTOGRAPHY, ECOMMERCE LAUNCH

EXHIBITION MANAGEMENT, MERCHANDISE/DISPLAY PRODUCTION

JANUARY 2011
- MARCH 2013

Senior Graphic & Digital Designer Insignia Worldwide

DIGITAL DESIGN, BRAND GUIDELINES, ART DIRECTION, BROCHURE DESIGN

LOGO DESIGN, COLLATERAL DESIGN, PRESENTATION DESIGN, PHOTOGRAPHY

PRINT ARTWORKING, TEAM MANAGEMENT, DIGITAL PUBLISHING TOOLS



Education

SEPTEMBER 2005
- MAY 2009

BFA in Visual Communication - Graphic Design

The American University in Dubai

APRIL 1998
- MAY 2005

ISC in Commerce

GEMS Modern Academy, Dubai



TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Midjourney, Firefly
- Adobe After Effects
- Adobe InDesign

FIELDS

- Brand Development
- Campaign Production
- Art Direction
- Ai Creativity
- Product Photography

METHOD

- Insight Research
- Strategy
- Practicality
- Mentorship
- Magic

Skill Level



*“An absolute swiss army knife
of expertise across every subject.”*

Tom Sword
Senior Director of Brand
Careem