



Kalpit Bothra

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Location: Dubai, UAE
Status: Resident visa
Available immediately

I'm a Senior Creative Lead with 17 years building brands across fintech, customer services, luxury products and hospitality. My foundation is art direction and brand identity. I have a proven record of delivering award-winning creative work, building and managing cross-functional teams, and driving measurable brand lift and growth.

Work experience

JUNE 2022
- JUNE 2026

Senior Creative Manager - Brand Team Careem, Dubai, UAE

Careem is the Middle East's largest super app and first tech unicorn. Acquired by Uber in 2019, Careem today operates ride-hailing, food and grocery delivery and digital payments across more than 70 cities in 10 countries.

Owned Careem Pay creatively end to end as sole art director on the group's fintech vertical, across identity, campaign, product marketing and rollout.

- **Built the case for separating Pay from the master brand** after IPSOS research exposed a consumer trust gap, then presented the research, category benchmarking and creative route to the executive team including the CEO.
- **Created the Pay identity system:** colour palette, typography rules, photography and art direction principles, shapes and patterns and brand guidelines.
- **Art directed and produced the Pay global transfers 360° campaign end-to-end:** storyboard and treatment, production deck, director shortlist and selection, casting, wardrobe and sets, on-shoot approvals, edit, grade, CGI and rollout. This campaign **lifted Careem Pay awareness from 12% to 53%.**
- **Delivered 7.1m impressions and 547k completed views in the first five days** of the campaign, including 3,000 new app installs and recovery of 1,900 dormant users.
- **Turned a one-line banner brief into a product marketing film**, pitched the concept to the CMO, secured production budget that did not exist, and the result became the standard for every Careem feature launch that followed.

Rolled out the 2024 Careem rebrand across apps, websites, media and PR, and created the brand playbooks for each vertical. **The rebrand took the Transform Awards MEA Grand Prix and two Dubai Lynx Silvers.**

Appointed Careem's first AI Creative Lead

- Proactively introduced image generation to solve a brief with no production budget, then set generative AI standards, spend recommendations and ethical best practices with the Brand Director.
- **Trained 20+ creatives and 400+ people across the business** in prompt engineering and applied AI production. The practice held after departure and remains part of how the studio works.
- **Shipped 100+ AI-assisted go-to-market campaigns**, removing stock sourcing, comping and retouching cycles and producing micro-targeted variants

Worked across every Careem vertical: Rides, Food, Groceries, Quik, DineOut, Shops and Box, with Pay work adapted for the KSA and Jordan markets.

Ran production and traffic personally on every large project: briefing and managing production houses directly, no traffic team involvement & no missed delivery dates.



Work experience (continued)

JANUARY 2021
- JUNE 2022

Senior Art Director Livingroom Communications, Dubai, UAE

Livingroom Communications is an independent Dubai creative agency led by renowned CCO Seyoan Vela, clients include RTA, Emirates Post, Centrepont, BinSina Pharmacy and Emirates Development Bank.

Led the Emirates Post pitch and rebrand: logo refinement, typography, visual language, art direction principles, vehicle branding, uniforms and merchandise. The work took **Bronze at Transform Awards MEA 2022 for Best Visual Identity.**

- **Built Emirates Post's photography library,** leading photography art direction and shot lists: recces, casting, wardrobe and final selection.

Managed two art directors and an artwork finaliser

Led four winning pitches: Emirate Post, Amazon, OSN and Americana Foods. The Amazon win opened at USD 250k and led to follow-on photography briefs.

Delivered campaign, identity and digital work across RTA and BinSina Pharmacy, including OOH ads, websites, photography and motion graphics.

APRIL 2013
- JANUARY 2021

Head of Design & Advertising Itan Jewels, Dubai, UAE

Itan Jewels is a Dubai gold jewellery manufacturer founded in 2013, supplying retailers across the Gulf and India from manufacturing units in both markets.

Joined at founding and built the brand from the ground up, starting with the name and logo, scaled it to a business supplying 250+ retailers in 14 markets.

Held an AED 1M annual media and advertising budget, planning and booking with media agencies, separate budget management for exhibitions.

Led the exhibition programme at IIJS and IIJS Signature on stands up to 144sqm over two floors, owning stand design, production, merchandising, lighting, staffing, marketing and order systems. Those shows took orders of 600kg and above in gold jewellery per exhibition.

Built and ran a four-person creative team: hired all four, and moved photography, retouching and campaign production in-house.

Launched the direct-to-consumer e-commerce platform during COVID, alongside campaigns, jewellery photography and retail branding across the UAE and India.

JANUARY 2011
- MARCH 2013

Senior Graphic and Digital Designer Insignia Worldwide, Dubai, UAE

Insignia Worldwide is a Dubai brand experience and communications agency, specialising in luxury hospitality and travel, with a client list covering Jumeirah, Kempinski, Fairmont, Conrad, Anantara and Dubai Tourism.

Developed Jumeirah's advertising guidelines and built the microsite for its loyalty programme.

Delivered creative and pre-opening assets across the agency's hospitality portfolio, including Anantara, Kempinski, Fairmont and Conrad.

Managed two developers and a 3D designer and animator across digital and motion output.



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

- Tom Sword, Senior Director of Brand at Careem

SEPTEMBER 2005
- MAY 2009

Education

Bachelor of Fine Arts in Visual Communication - Graphic Design

The American University in Dubai

Awards and recognition

Transform Awards MEA 2024, Careem Rebrand:

Grand Prix, plus Gold across
Best Brand Architecture Solution
Best Brand Evolution
Best Rebrand of a Digital Property

Dubai Lynx 2024, Careem Rebrand:

Silver - Design Craft
Silver - Industry Craft.

Transform Awards MEA 2022, Emirates Post:

Bronze - Best Visual Identity

Press coverage

Conceptualised and executed four viral marketing stunts for Box, Food, Pay and Quik, picked up by Campaign Middle East and Time Out Dubai.

Campaign Middle East:

Careem Box XL: Villa Heist

Careem Food: Room For Your Order Only

Careem Pay: In-flight Advertising Stunt

Time Out Dubai:

Careem Quik: Unwrapped

Technical Proficiency

Design and art direction: Photoshop, Illustrator, After Effects

AI production: Midjourney, Magnific, Higgsfield, Luma AI, Adobe Firefly, ElevenLabs

Presentation: Keynote, PowerPoint

Workflow: Asana, Figma

Areas of Expertise

Brand and identity: identity systems, brand architecture, visual language, guidelines, art direction principles, rebrand rollout.

Creative strategy: research and category benchmarking, brand positioning, vertical playbooks, upstream brief development with marketing and product.

Campaign and content: 360° campaigns, film concept to delivery, product marketing films, proactive concepts OOH, print, digital and social.

AI production: generative image and video, prompt engineering, node-based generation workflows, tool policy, team training.

Production and project management: production house selection and briefing, vendor onboarding, casting and shoot direction, traffic and delivery scheduling.

Team and stakeholder management: creative team leadership, hiring, executive presentation, agency and freelance management.