



Kalpith Bothra

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Portfolio:

www.kalpitb.com

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

Work experience

JUNE 2022
- PRESENT

CAREEM - REBRAND 2024
TRANSFORM AWARDS
GRAND PRIX + 4 GOLD

Senior Creative Manager - Brand Team Careem, UAE

- Led art direction and creative strategy across Careem core verticals, owning campaign concepts, brand output, product marketing, viral stunts, and agency management across **350+ campaigns** for Rides, Food, Groceries and Pay
- Managed creative output end-to-end, from brief development to production
- Partnered with marketing directors and product teams upstream to define briefs, align creative direction and improve campaign relevance before execution

360° CAMPAIGN FOR CAREEM PAY GLOBAL TRANSFERS

<https://www.kalpitb.com/careem-pay-money-at-the-speed-of-need>

- Conceptualised, directed, and delivered a film and print awareness campaign that achieved Careem's highest view-through rate and a 53% IPSOS brand lift
- Beat all internal and industry benchmarks in CPV and CPC

CAREEM PAY REBRANDING

<https://www.kalpitb.com/careem-pay-rebrand>

Led concept exploration, creative strategy and art direction for Careem Pay as a standalone fintech identity. Strategically separated Pay from the master brand using fintech benchmarks and industry positioning.

[Box XL - Villa Heist](#)

[Food - No Batching](#)

[DineOut - Call It A Date](#)

[Quik - Unwrapped](#)

VIRAL MARKETING STUNTS

Conceptualised and executed marketing stunts for the Careem Brand -
Box XL - Villa Heist | Food - No Batching | DineOut - Call It A Date | Quik - Unwrapped

CREATIVE AI LEAD

- Built the AI tools framework for Careem's creative function, defined best practices, trained the team and broader organisation
- Enhanced output using node based tools
- Delivered 100+ go-to-market campaigns using AI-assisted solutions

MEASURED GROWTH

- Drove creative strategy during a period of **1600x growth in Careem Pay** transactions during 2024-2025, aligning creatives directly to business milestones
- Complete ownership of brand output, campaign concepts and development, disruptive marketing stunts, workflow, agency and production management



Work experience (continued)

JANUARY 2021
- JUNE 2022

Senior Art Director Livingroom Communications, UAE

BRONZE AT TRANSFORM AWARDS - BEST VISUAL IDENTITY FOR EMIRATES POST

- Led creative across regional accounts including RTA, Centrepoint, Emirates Post, Bin Sina Pharmacy and Americana, spanning identity, campaign, and digital work
- Led Emirates Post rebrand - brand identity and advertising guidelines
- Drove successful pitches for Amazon, OSN, Americana Foods
- Delivered integrated campaigns, website design, photography and motion graphics films for regional clients and pitches

APRIL 2013
- JANUARY 2021

Head of Design & Advertising Itan Jewels, UAE

- Served as creative lead for nearly 8 years, building the brand identity from the ground up and guiding its evolution
- Owned all creative strategy, campaigns, photography, production and sales UI, ecommerce platform launch and exhibition management end-to-end
- Managed vendor relationships, creative budgets and media planning for UAE and India markets to keep delivery on time and on brand
- Led and mentored the in-house creative team as well as external specialist talent

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

Skills summary

**Creative Art Direction, Brand Identity, Campaign Development
Photography, Motion Graphics & Animation, Adobe Creative Suite
AI Tools, Project Management & Production, Pitch & Presentations
Stakeholder Management, Vendor Management and Mentorship**

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

- Tom Sword, Senior Director of Brand at Careem