



Kalpith Bothra

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Portfolio:

www.kalpitb.com

Experience

JUNE 2022
- PRESENT

Creative Manager - Brand Team Careem (Uber Inc.)

GRAND PRIX AT TRANSFORM AWARDS - BEST VISUAL IDENTITY

GOLD AT TRANSFORM AWARDS - BEST REBRAND/BEST BRAND ARCHITECTURE

900X GROWTH IN CALENDAR YEAR 2024

Complete ownership of Careem Pay brand output, Campaign concept and development, Disruptive marketing stunts, Collaboration with marketing directors and M teams, Recognised for thinking beyond the brief and delivering campaigns holistically

360° CAMPAIGN FOR CAREEM PAY GLOBAL TRANSFERS

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

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 (IPSOS)

Beating internal campaign and industry benchmarks in CPV and CPC

CAREEM UPCLOSE SERIES

<https://www.kalpitb.com/careem-up-close-product-marketing>

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, video creation and more

REBRANDING OF CAREEM PAY AS A FINTECH BRAND

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

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

Art direction
Campaign production
Creative strategy
AI creativity
Product photography

METHOD

Insight research
Strategy
Practicality
Mentorship
Magic

Skill Level



ART DIRECTION



BRANDING



MOTION GRAPHICS



TYPOGRAPHY



AI IN ADVERTISING



PRODUCTION



PHOTOGRAPHY



UI/DIGITAL DESIGN

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

Tom Sword
Senior Director of Brand
Careem