

ISLAMABAD, PAKISTAN

Rehan *Rashid*

Senior Graphic Designer / Operations & Marketing Lead / AI Automation

APR – OCT 2026	2026	CURRENT	SINCE SEP 2024
63	**3 days**	**28**	**47**
product labels designed; range now at 71 SKUs	for 100 shirts from two designs to sell out	person sales team led across 4 districts	member volunteer creative team led at PCF

Profile

Senior Graphic Designer with **four years** of experience in branding, packaging, print and video for companies in Pakistan, the UK and the US. Currently leading operations and marketing for BKK Pesticides at BaKhabar Kissan while continuing to design for the brand. Launched **43 products and 71 SKUs** between April and October 2026 and introduced the company's **first automated workflows**. Also leads a 47-member volunteer creative team at the Progressive Climate Foundation.

Experience

BaKhabar Kissan · BKK Pesticides, Islamabad — AUG 2025 – NOW

Acting Operations & Marketing Lead · Merchandise Lead

> Official designation: Agri Content Executive. Took over operations after the operations lead left, and later marketing.

- Designed labels for **63 SKUs (40 products)** and created the label template used for all new products.
- Lead marketing and supervise a designer and content writer; approve **all labels and creative** before release.
- Designed two BKK shirts; all **100 units sold out within three days**. Then appointed **Merchandise Lead** by the CEO, now also covering diaries and tote bags.
- Launched **43 products (71 SKUs)** between April and October 2026, managing chemical sourcing, labels and vendors.
- Manage a **28-person sales team** across Swabi, Buner, Chiniot and Sargodha through district leads.
- Plan supply with the sales team: schedule manufacturing against demand, assess alternative chemicals and approve the final selection.
- Manage procurement in the ERP and compare supplier quotations before every purchase.

AI automation at BKK

Introduced the company's first automated workflows, replacing manual processes with AI tools.

Follow-ups	Reports	Documents	Presentations	Crop portal
go out automatically	made automatically	drafted with AI	made in one click	head office checks crop, product and dose by area

CONTACT

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PORTFOLIO
rehancreatives.myportfolio.com

DESIGN

Brand identity · Packaging · Labels · Campaigns · Print · Merchandise · Social media · Video & documentaries · Art direction

AUTOMATION

AI workflows · Process automation · Reporting · Dashboards · Google Sheets · Excel

OPERATIONS

Product launch · Supply planning · Procurement · Vendors · ERP · Pricing · Sales management

TOOLS

Illustrator · Photoshop · Premiere Pro · Lightroom · Canva · ChatGPT · Claude

Experience, continued

EARLIER ROLES AT BAKHABAR KISSAN · AUG 2025 ONWARD

Agri Content Executive
Farmer queries and simple product advice

Head of Design & Documentaries
Mari Kissan Dost program, with Mari Energies

Design & Marketing
Brand, labels and packaging, BKK Pesticides

Progressive Climate Foundation · Volunteer

SEP 2024 — NOW

Director of Social Media

- Lead a **47-member** volunteer team that plans and designs PCF's campaigns.
- Managed communication and design for the PCF Climate Youth Summit and the Pre-COP 28 and 29 dialogues.
- Delivered a session on AI tools for research, design and content to the Climate Action Fellowship 4.0 (2026).

Nearby Taxis & Radio Carlisle Taxis · UK, remote

OCT 2024 — SEP 2025

Graphic Designer

- Designed social media posts and app marketing visuals.
- Shot and edited short-form videos and reels.

NorthStar IT & Business Solutions · USA, remote

SEP 2023 — SEP 2024

Graphic Designer

- Designed logos, banners and digital ads for the company and its clients.
- Created company profiles and pitch decks for business development.

Fantom Real Estate · Islamabad

SEP 2022 — SEP 2023

Senior Graphic Designer

- Designed the company logo and print collateral, including standees, banners, posters and business cards.
- Managed Facebook, Instagram and YouTube, including video shooting and editing.
- Maintained the company website and Zameen.com property listings.

Selected Work

BKK Pesticides labels
63 SKUs across 40 products on a single label system.

BKK merchandise
Two shirt designs; 100 units sold out in three days.

PCF Climate Youth Summit
Visual branding and campaigns, made with a 47-member team.

Climate justice documentary
3rd place at the National Climate Justice Youth Film Festival.

Full *portfolio* — rehancreatives.myportfolio.com →

EDUCATION

2022 — 2026
MSc Agricultural Engineering
PMAS Arid Agriculture University, Rawalpindi

2018 — 2022
BSc Agricultural Engineering
PMAS Arid Agriculture University, Rawalpindi

AWARDS

2025
Best Director of Social Media
PCF Climate Youth Summit. Presented by Senator Sherry Rehman.

2024
3rd Place, National Climate Justice Youth Film Festival
Documentary on foreign lending and Pakistan's energy bills.

2024
Design Lead, Pre-COP 29
Climate Justice event. Certificate for leadership.

2024
Design Lead, Irrigation Seminar
Banners, brochures, shields and certificates.

ALSO

Climate Youth Ambassador
Climate Forward Pakistan

Social Media Head
Arid Media Club

Media Advisor
Aridian Society of Agricultural Engineers

LANGUAGES

English, Urdu