

# Sajid Moinuddin

## Creative Director / Product Designer

I am a creative director with over 2 decades of experience as a designer and now upskilling myself as a product designer in the digital domain for the last 4/5 years. I like to keep myself abreast of the latest tools and technology so i can also add value to what I do.

I am outdoor person, I love to travel to mountains and explore new places and get inspired by people and their cultures. I am married with two children. As a family we have done outdoor campings as that's our favourite bonding time. I love Apple products for it's design philosophy and a huge Steve Jobs fan.

I feel I have lots to offer with my vast experience in Branding, Identity design, Graphic Design, Publishing Design, Spatial Design and with my newly aquired skills in UI/UX Experience and Product Design.



### HB Design Pvt .Ltd. Creative Director 2024– PRESENT

**HB Design:** Working for TCS for their ODC branding (space branding). Recently we did branding/website for Dr PK, a specialist Skull base surgery specialist Neuro surgeon based in Hyderabad. We did space branding for a 8000 sq. ft office for a digital agency based in Phoenix Mills. We worked with the architect for the strategy and design. It was a 2 month project during covid times. It came out pretty well and the employees were thrilled to move in their new office space with all the space branding and the interactive spaces we added to create fun spaces and engagement for employess with our ideas.

### Sigmoid Frogs Head of Design 2020 - 2023

#### Key Contributions at **Sigmoid Frogs**

- **Blupack (Healthcare Product)**  
Designed branding, app, and physical packaging for a precision prescription-based solution. Created a user-friendly system for delivering medicines in individual pouches as per doctor prescriptions.
- **Bitpass (Identity Manager for US)**  
Developed a blockchain-based browser extension for secure identity management. Enabled seamless logins using voice and face recognition, a first-of-its-kind solution.
- **Stocks&Karma: Stock Market App for Beginners with Mentorship**  
Developed a Karma Engine to gamify stock predictions—accurate predictions increased karma scores, while poor ones decreased them.

Introduced digital avatars to represent user personalities (e.g., Owl for the wise, Rabbit for impulsive, Tiger for predatory, Lion for aggressive, Turtle for cautious).

Enabled users with 90%+ prediction accuracy to become mentors, allowing others to follow their tips.

Built a data-driven platform to measure and rank predictions, ensuring transparency and credibility.

Designed branding, app design, UI/UX design, and user journeys, collaborating with developers and conducting beta testing.

**HB Design Pvt. Ltd.**  
**Creative Director**  
2009–2020

Key contributions at **HB Design**

- **Global Client Base: USA Clients:**
- **TV Asia USA:** Media and broadcasting. Did rebranding for the TV channel, which included creating a brand identity, website design and media kit
- **BIMS (Bioprist Institute of Medical Sciences):** Healthcare and medical education. Created new brand identity for them and new website and handled their social media account. (FB and Insta)
- **SEEMA Network:** SEEMA a women's monthly magazine for South Asian women entrepreneurs based in New York.

**India Clients:**

TCS (Tata Consultancy Services): Digital services, HR campaigns, diversity campaigns, and in-house newsletter design (award-winning work).

**IT clients handled:** TCS, Accenture, WNS, Godrej, FIS Global, Wells Fargo, Accelya Kale

**Media: Box Office India:** Weekly B2B film magazine. Dr Batra's Homeopathy magazine - a monthly periodical on ayurvedic lifestyle.

PPL (Phonographic Performance Limited): Music rights company; designed desktop calendars and won awards.

Cyril Amarchand Mangaldas: India's top law firm; digital services.

**Services Offered:** HTML newsletters, Microsites, In-house campaigns for HR-related services, Diversity campaigns (e.g., for TCS), In-house newsletter design (e.g., for TCS), Brochure design, Campaign-driven collateral design. Website design, Desktop calendar design (e.g., for PPL).

**Awards and Recognition:**

Won multiple awards for work with various clients.

**Grazia - WWM Group**  
**Art Director**  
2008 - 2009

Key Contributions at **Grazia- a monthly Italian fashion magazines**

- Redesigned the magazine when I joined
- Worked with the editor for the cover designs
- Worked with the editorial team for designing the fashion pages
- Worked with the pre-press team for smooth handover of files (for replacing low res images with retouched high res images, and created press quality pdfs for printing)
- Did all the cutouts for fashion spreads manually for accuracy and placement of images in layouts
- Made a flatplan for pagination of the pages
- Worked with the advertising/marketing team for advertorial pages and placement of ads
- Designing ads for beauty products as well
- Was sent to Milan, Mondadori Publication ( which owns 40 magazine titles globally) office to meet International editor Ms Carla Vani and the creative director to understand the nuances of selecting pictures for cover and the personality of Grazia magazine. Went with my editor Nandini Bhalla, Tarun Rai, CEO, WWM Group and Publisher Anupama Bhalla.

## Hindustan Times – Cafe Assistant Art Director 2006 – 2008

### Key contributions at **Cafe - a daily tabloid supplement from HT Media**

- Was part of the launch team which worked on the new design for the launch. Worked under MG Moinuddin (my father), Aurobindo Patel, Khalid Mohammad (Editor) and Ashutosh Sapru ( Design Head - HT Media)
- Designing the 24 pages daily and adhering to the strict deadline to release the pages to print was a challenge.
- Mentored the team for faster turn around of pages, by making few pages in advance and keeping them ready like features pages

## FCB-Horizon Dubai, UAE Art Director 2000 – 2006

### Key Contributions at **Foot Cone Belding Advertising agency**

- Worked as a team with senior copywriter.
- Produced several campaigns for clients like Samsung electronics (Mobile division), Daimler-Chrysler Group, Nakheel Properties, Kraft Cheese, Oreo biscuits, Rado watches, Al Jazeera Airlines, Turkish Airways and many more local clients
- Made festival specific promotional campaigns for Ramadan for the whole of GCC region (UAE, KSA, Bahrain, Qatar, Kuwait and Oman)
- Designed mailers, invites brochures for Jumeirah Palm for Nakheel properties for their new property launches

## Bozell Advertising – Dubai, UAE Graphic Designer 1995 – 2000

### Key Contributions at **Bozell Advertising agency**

- Worked for Al Batha Group which was the distributors for brands like Omron, Scholl, Indesit cooking ranges and whirlpool home appliances
- Localised international creatives from Daimler-Chrysler for brands like Jeep, Minivans and Dodge cars and SUVs. Did local photoshoots as well for new model car lineups
- Produced localised creatives in english and did bi-lingual artworks as well.
- Worked on Royal Jelly brand for Ramadan specific promotions.

## Education:

2024-25

2023-26

1988-91

1988-89

1987-88

1986

- PGD in Visual Design and User Experience, IIT Hyderabad. Passed with an A grade
- BBA - DY Patil Online University - Navi Mumbai
- Applied Arts, Indian Institute of Applied Arts, 3 years part-time course
- Fine Arts, LS Raheja School of Arts and Architecture, Bandra, Mumbai
- 1 year Foundation Course - Indian Art Institute, Mumbai
- SSC - Vidyanidhi High School, Juhu, Mumbai

## Certifications:

2023

- Google UX Design course from Coursera ( 5 part course)

## Interests:

- Football - Real Madrid Fan, Tennis - Roger Federer, Outdoor person - hiking, camping. Done chader trek in Leh Ladakh, most adventurous trek in sub-zero temperatures. Love long road trips with family, good music and dhaba food and a foodie person. Playing pickle ball with my kids. Favourite books, Khalid Hosseini's - A Thousand Splendid Suns and Kite Runner.