
Faizan Khan

Creative Director | Creative Consultant | Art Director | Founder

fanxxai@icloud.com | Karachi, Pakistan | fanxxai.vercel.app | +92 324 4036072

PROFESSIONAL SUMMARY

Senior creative director and consultant with 10 years of experience leading brand campaigns, launches, live experiences, production-heavy projects, creative systems, and digital products. Directed more than 500 projects and events across FMCG, automotive, technology, luxury, fashion, hospitality, sports, and corporate sectors. Combines strategic direction with production judgment, cross-functional leadership, team development, and practical problem-solving under pressure.

CAREER IMPACT

- 10 years across creative direction, art direction, consulting, and founder-led product work.
- 500+ projects and events directed across multiple industries and delivery formats.
- Regional experience across Pakistan and the GCC.
- Leadership spanning strategy, teams, production, technology, and AI-supported workflows.

CORE SKILLS

Creative Consulting | Creative Direction | Art Direction | Experiential Direction | Brand Concepts and Strategy | Campaigns and Launches | Cross-Functional Leadership | Team Development and Mentoring | Creative Crisis Resolution | 3D Visualisation | Production-Aware Development | Design Systems | UI and UX | Technology Integration | Graphic and Motion Design | AI-Supported Workflows | Web Builds

PROFESSIONAL EXPERIENCE

Founder

Piclog.online | January 2026 - Present

- Founded a visual-first article and image discovery product shaped by editorial thinking, interface systems, and product direction.
- Own the product concept, creative direction, information model, and early user experience from idea through working product.
- Built the experience around a clearer relationship between stories, imagery, and discovery.

Creative Consultant

Activemedia | July 2025 - Present

- Lead end-to-end creative direction across 360 brand campaigns, product launches, and experiential work in Pakistan and the GCC.
- Develop strategic visual narratives and AI-supported design systems that strengthen brands and streamline creative workflows.
- Collaborate with production, technology, and strategy teams to carry ideas from concept and presentation through delivery.
- Shape influencer content, brand storytelling, and event experiences around one clear creative direction.

PROFESSIONAL EXPERIENCE CONTINUED

Creative Director / Art Director

JbnJaws Productions | August 2017 - January 2025

- Directed more than 500 projects and events across FMCG, automotive, technology, luxury, fashion, hospitality, sports, and corporate sectors.
- Led creative thinking from concept and presentation through production-aware execution for high-pressure work.
- Resolved critical creative and production challenges through decisive strategy and practical problem-solving.
- Mentored creatives into independent, high-performing professionals.
- Improved creative outcomes by making effective use of vendor inventories and production resources.

Art Director

2Zee Graphics | 2016 - 2017

- Directed design and public-relations product development from conceptualisation through tangible production.
- Applied hands-on knowledge of materials, fabrication, and manufacturing to improve delivery quality.
- Oversaw brand assets from visual concept through production while maintaining strategic alignment.
- Built the foundation for connecting creative ideas with real production systems and constraints.

SELECTED WORK

- Conferences, festivals, and corporate experiences: Act Now Internal Conference, BAT Awayday, Dubai Literary Festival, and Zong Cloud Launch.
- Launches and brand activations: Automotive launches, Kurkure Kreations, Velo Activation, Zindagi App Launch Festival, and Genesis PR Box.
- Sports and live experiences: PSL Draft Lahore and IMMAF Tournament.

PROFESSIONAL LINKS

Portfolio: fanxxai.vercel.app

Piclog: piclog.online

Instagram: [instagram.com/fanxxai](https://www.instagram.com/fanxxai)