

BORNIL SOHEL

Visual & Tech Strategist | Graphic Designer

AI-Based Editor & Content Creator - Simplifying tech, visual strategy and digital workflows

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3+	20+	100K+	2017
YEARS EXPERIENCE	PROJECTS COMPLETED	COMBINED AUDIENCE	CREATING CONTENT SINCE

PROFESSIONAL SUMMARY

Multidisciplinary creative professional with 3+ years across graphic design, video editing, AI-assisted content production and customer service. Founder of The Tech Analyst, a Bengali tech media brand, and creator-director of Zozo's World, a children's animated universe with its own website, characters and daily video series. Currently Junior Executive at Apple Gadgets Care, with a career built in one group across sales, issue resolution and after-sales care. Known for clean visual communication, fast learning of new AI tools, and turning complex technology into simple, engaging content for everyday audiences.

WORK EXPERIENCE

Junior Executive - Apple Gadgets Care (AG Care)
Oct 2025 - Present

NextLab / Apple Gadgets, Dhaka

- Handle customer queries, complaints and after-sales service support for Apple devices by phone, chat and social channels.
- Diagnose device issues, explain service options, pricing and timelines clearly, and follow up until resolution.
- Maintain service quality, accurate documentation and professional customer communication in every interaction.

Executive - Issue Resolution (IR) Team
Jul 2025 - Oct 2025

Apple Gadgets, Dhaka

- Resolved escalated customer complaints and service issues, coordinating with service and operations teams.
- Reviewed customer interactions for quality, documented cases and supported process improvement.

Sales Executive
Nov 2024 - Jun 2025

NextLab, Dhaka

- Advised customers on Apple and gadget purchases, matching products to needs and budget.
- Built product knowledge across smartphones and accessories and supported daily sales operations.

Marketing Executive
Mar 2024 - Aug 2024

Mojaru Education Technology Ltd., Dhaka

- Supported digital marketing, promotional campaigns and audience communication for an education platform.

Customer Service Representative - Nagad Process
Mar 2023 - Feb 2024

Digicon Technologies Ltd., Dhaka

- Handled high-volume customer inquiries and complaints for Nagad, identifying problems and resolving them on call.

CORE SKILLS

Graphic Design & Branding
Logo and brand identity, social media design, posters, thumbnails, typography, layout, print design and pre-press basics.

AI-Assisted Production
AI image and video generation, character consistency, prompt design, voice workflow and AI-assisted research, scripting and editing.

Video Editing & Motion
Reels, Shorts and long-form editing, subtitles, sound sync, thumbnails and intros/outros. Premiere Pro in active learning; After Effects as the next skill.

Content & Customer Experience
Content strategy for Facebook and YouTube, caption and SEO writing, page management, complaint handling and issue resolution.

PROJECTS - ALL MAJOR WORK

Zozo's World - Children's Animated Universe — Founder / Director

Original kids' brand built as a complete funnel: 16 locked characters, story series (Season 1: Zozo o Jadur Lal Gari), Daily Moments daily videos, Weekly Surprise long stories, Daily Quiz and a full website at zozosworldbd.com. Story direction, AI video production, voice direction, publishing and website content. Facebook-first, also on YouTube and Instagram (@zozosworldbd).

The Tech Analyst - Tech Media Brand — Founder

Bengali technology media brand (@thetechanalyst on Facebook, @thetechanalystbd elsewhere) covering AI tools, gadgets, smartphones and digital workflows through research-led articles, posters and videos - technology explained simply for Bengali-speaking audiences.

Personal Portfolio - bornilsohel.pro.bd — Design / WordPress

Personal creator portfolio designed and maintained end to end: orange brand system, eight pages, projects, services, blog and recommendations. Redesigned in 2026 into a responsive black-and-white system with an orange accent.

Zozo's World Website - zozosworldbd.com — Web Project

Static website on GitHub and Vercel: characters, gallery, games, Pathshala learning section and parent-focused pages in Bangla and English, with a 1-3 second loading standard.

NextZen Lifestyle - Online Fashion Business — Founder

Own e-commerce venture for premium clothing, footwear and lifestyle. Brand setup, product presentation and WhatsApp ordering; launch range: t-shirts, hoodies and shoes.

Creativity with AI - AI Creative Brand — Content Brand

AI-focused creative project: AI images and video, creative AI tools, tutorials and practical workflows for creators.

PCTI - Palashbari Computer Training Institute — Branding / Social

Branding and Facebook Page design and publishing for a hometown training institute in Palashbari, Gaibandha, for students and parents.

Client & Freelance Work — Freelance

Motion-graphics project for a client in August 2026, personalised motion video, social posters, thumbnails and brand visuals for individuals and small businesses. Also curates a Recommended Experts network on his portfolio for hiring trusted designers, developers and marketers.

TOOLS & SOFTWARE

Design: Adobe Photoshop, Adobe Illustrator, Canva | **Video:** CapCut, Filmora, Adobe Premiere Pro (learning), Adobe After Effects (learning) | **AI:** Google Flow, ChatGPT, Google Gemini, Muse, Google AI Studio, Gamma | **Platforms:** WordPress, Meta Business Suite, Facebook, YouTube, Instagram, TikTok | **Web:** Small edits to existing HTML/CSS code; GitHub and Vercel deployment workflow

EDUCATION & TRAINING

Diploma in Engineering - Graphic Design & Printing (4-Year) — Completed 2022
Government Graphic Arts Institute, Dhaka

Graphic Design Course (6 Months) — iAcademy, Banani
Professional graphic design training

Industrial Internship (3 Months) — Biman Bangladesh Airlines Press
Print production and press workflow

Recent certificates: Two certificates from Grameenphone Academy (GP Academy), received 15 November 2026, in career-skills programmes.

ACHIEVEMENTS

- Creating content since 2017 - 100+ videos published; one informational video reached approximately 240,000 views.
- Built two original brands from zero - The Tech Analyst and Zozo's World - with a combined audience of 100K+.
- Career growth inside one group in under a year: Sales Executive to Issue Resolution Executive to Junior Executive, AG Care.

LANGUAGES & INTERESTS

Languages: Bengali (Native), English (Professional) | **Interests:** Artificial intelligence and AI agents, photography and videography, travel, technology news, visual storytelling and digital entrepreneurship. | **Goal:** Grow as an AI specialist and build sustainable online income.

References available on request. Live work: bornilsohel.pro.bd - zozosworldbd.com - linkedin.com/in/bornilsohel