

AIJAZ RATHER

Founder | Creative Director | Design Manager

Designer by profession. Entrepreneur by mindset. Digital product builder by evolution.

Srinagar, Jammu & Kashmir, India

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Portfolio Website



PROFESSIONAL SUMMARY

Founder, Design Manager, and Creative Director with 10+ years of experience spanning branding, packaging, digital transformation, product development, and entrepreneurship. Started as a 3D visualization and graphic design professional and evolved into a multidisciplinary leader building brands, websites, software solutions, digital platforms, and business systems. Founder of COMPIX, delivering creative and technology-driven solutions across healthcare, education, media, retail, and startup sectors.



KEY CAREER HIGHLIGHTS

- Founder of COMPIX, a digital solutions company delivering branding, web development, digital marketing, and business automation services.
- Established one of Kashmir's early multimedia and creative training initiatives, mentoring and training aspiring designers and digital professionals.
- Successfully transitioned from traditional design into digital product development, websites, ERP systems, and mobile applications.
- Led creative and packaging projects for leading GCC retail and fragrance brands including Al Majed Oud and Deraah.
- Founded and launched multiple digital platforms including BAK Digital, Compix School ERP, Rather Medicate, and Ticket News.
- Adopted AI-assisted workflows to accelerate product development, business automation, and digital transformation initiatives.



CORE COMPETENCIES

Design Management | Creative Direction | Brand Strategy | Product Development
Digital Transformation | Business Development | Team Leadership | Website
Development • UI/UX Design | Digital Marketing | SEO | AI-Augmented Workflows |
Entrepreneurship



PROFESSIONAL EXPERIENCE

FOUNDER & CREATIVE DIRECTOR

Compix Multimedia

📍 Srinagar, J&K, India | 2019 – Present

Founded and scaled a digital solutions company serving clients across healthcare, education, retail, media, and startup sectors, delivering branding, web development, digital marketing, and business automation solutions.

- 100+ projects
- 500+ students trained
- 50+ brands developed

DESIGN MANAGER / SENIOR 3D GRAPHICS DESIGNER

Al Majed Oud.

📍 Riyadh | 2023 – 2025

Led product visualization and packaging design projects, coordinated with procurement teams, managed production-ready artwork, barcodes, and packaging approvals.

- Led luxury packaging and product visualization projects.
- Developed production-ready artwork for fragrance and retail products.
- Managed barcode systems and packaging compliance.
- Coordinated with international procurement and production teams.
- Ensured quality control from concept through manufacturing.

PRODUCT AND PACKAGING DESIGNER

Deraah Trading Company.

📍 Riyadh | 2016 – 2018

Developed retail packaging systems, marketing materials, and launch-ready branding assets.



FEATURED DIGITAL PRODUCTS & PLATFORMS

Compix School ERP – Founder & Product Lead

<https://compix.in> <https://erp.compix.in>

BAK Digital – Founder & Digital Publisher

<https://bakdigital.in>

Rather Medicate – Healthcare Platform Development

<https://rathermedicate.in>

Ticket News – Mobile App Product Concept & Development

DIGITAL PRODUCT DEVELOPMENT

Utilizes modern AI-assisted workflows to accelerate design, development, automation, and digital product delivery.



EDUCATION

ADVANCED DIPLOMA IN 3D GRAPHICS & VFX

ARENA ANIMATIONS

📍 New Delhi, India | 2012 – 2014

Specialized in 3D modeling, texturing, lighting, rendering, animation, and visual effects.

BACHELOR'S DEGREE IN ARTS

UNIVERSITY OF KASHMIR

📍 Srinagar, India | 2008 – 2012



CERTIFICATIONS

AUTODESK CERTIFIED INSTRUCTOR

Certified expertise in Autodesk design and animation tools.



BRAND DESIGN FOUNDATION & STRATEGY.

Brand identity systems | Strategic design thinking



PROJECT MANAGEMENT FOUNDATION & AI

Project lifecycle management | Organizational workflow management
AI-assisted creative workflows and productivity



ENTREPRENEURSHIP DEVELOPMENT PROGRAMME (JKEDI)

Entrepreneurial training | Business planning exposure
Startup and enterprise development awareness



SOFTWARE & TOOLS

DESIGN & CREATIVE

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe After Effects
Adobe Premiere Pro

3D & VISUALIZATION

Autodesk 3ds Max | Autodesk Maya | V-Ray

PROJECT MANAGEMENT

Asana | Trello



INDUSTRIES SERVED

Healthcare | Education | Retail | Fragrance & Beauty | Media & Publishing
Startups & SMEs