JAWAD FAROOQ NAIK

Multidisciplinary Creative Technologist & Solutions Architect | Creative Director

Plano, TX • (339) 222-7696 • jfnaikk@gmail.com • jnaikcreates.solutions

linkedin.com/in/jawadfarooqnaik • behance.net/jawadfnaik • github.com/Jfnaikk • instagram.com/jnaikcreates.solutions

PROFESSIONAL SUMMARY

Creative technologist, solutions architect and creative director with 14 years across brand, print production, software and AI. Builds the brand and the system behind it: identities, websites, CRMs and AI receptionists for healthcare, real estate, tax and consumer brands in the US and Pakistan. Led a 7-person team through 44 projects; cut an agency's admin workload 50% with AI; ran operations for a US$70K-a-month business. MFA, MassArt; graduate research with MIT Media Lab.

CORE COMPETENCIES

Creative Direction • Brand Strategy & Identity • Solutions Architecture • Agentic AI & AI Receptionists • CRM Automation (GoHighLevel) • Experience & Service Design • UX/UI • Web Development • Healthcare IT (EVV, HIPAA, HHSC) • Paid Media & SEO • Operations Management • Team Leadership

EXPERIENCE

Lonestar Home Healthcare — Allen, TX

Solutions Architect (Part-time) — Apr 2026 – Present

- Built a Texas HCSSA-licensed home care agency from the ground up: licensing support, policies, handbook and compliance workflows aligned with Texas HHSC.
- Created the brand from naming to identity system; built the SEO-structured website, GoHighLevel intake and scheduling automation, and HHAeXchange EVV integration.

Epic Home Healthcare — Plano, TX

Solutions Architect (Dec 2025 – Apr 2026); Marketing Director (Jun – Dec 2025) — Jun 2025 – Apr 2026

- Deployed a CRM-integrated AI receptionist that handled most incoming calls, cutting administrator workload 50%; digitized intake and HR, improving HR performance 50%.
- Directed a full rebrand and new website: 15,000 organic visits in three months with no ad spend, click-through up from 2% to 14%.
- Ran Google and Meta campaigns (70,000 views, 167 actions) that drove 15% of new client intake and contributed to 20% revenue growth; promoted within six months.

Pinn.Media — Allen, TX & Lahore, Pakistan

Co-Founder, US Chapter (2025 – 2026); Creative Director (2019 – 2023) — Jan 2019 – Apr 2026

- Led a 7-person creative team to deliver 44 projects, including 32 websites on Webflow, WordPress and Framer.
- Launched the US chapter (US$30K revenue) and built the Pinn.Media CRM, now used by three client businesses.
- Built a pricing and booking tool for OSCPA Tax Advisory (59 leads in 3 months); ran campaigns for Sunrise Realtors that sold US$500K and US$1M homes.
- Drove online sales up 200% (US$5K in month one) for The Rice Bowl and helped Tera Generation Solutions sell US$100K+; launched three Amazon listings that sold out at about 3,000 units each.

PrintVision — Lahore, Pakistan

Chief Operating Officer (2021 – 2023); Trainee to Senior Graphic Designer (2012 – 2020) — Jan 2012 – Sep 2023

- Ran operations for a 40-year-old printer with about US$70K monthly revenue; expanded its corporate footprint 180% and managed 50+ international pharma clients.
- Designed and built a custom ERP integrated with a CRM; launched UV and 3D printing service lines.
- Earlier roles: raised productivity 40% with Kanban and Kaizen, recovered US$60K in overdue payments, led two designers.

Massachusetts College of Art and Design — Boston, MA

Graduate Teaching Assistant (2 courses, 26 students); Brand Manager, Humanities — Feb 2024 – May 2025

EDUCATION

Massachusetts College of Art and Design, MFA in Design, Dynamic Media; thesis *Tangible Tomorrow* — May 2025

Massachusetts Institute of Technology, Cross-Registration, Sensor Technologies for Interactive Environments — May 2024

National College of Arts, Lahore, BFA in Visual Communication Design — Dec 2018

HONORS, CERTIFICATIONS AND PRESS

Young Innovators Award, NASA Johnson Space Center internship (2013) • Google Foundations of Digital Marketing & E-commerce • HIPAA Privacy and OSHA Bloodborne Pathogens (2026) • Exhibited at Boston Cyberarts Gallery (2024, 2025) • Featured in Shoutout LA, Voyage Dallas, Bold Journey, Canvas Rebel

SKILLS

Design: Figma, Adobe Creative Cloud, After Effects, Blender, Cinema 4D, DaVinci Resolve

AI and Software: LLM workflows (OpenAI, Anthropic), GoHighLevel, TypeScript, Python, React, Next.js, Node.js, Supabase, AWS, WordPress, Webflow, Shopify

Creative Technology: Arduino, sensors and electronics, TouchDesigner, Three.js, Unity, 3D printing