



Sadi Ahmed

Creative Designer

+971 50 530 3745
sadi.hmd@gmail.com
www.sadiahmed.com



VIEW MY PROFILE
ae.linkedin.com/in/sadihmd



VIEW MY PORTFOLIO
www.behance.net/sadiahmed
OR
www.coroflot.com/sadi_hmd

Hello..

I'm a Creative Designer based in Dubai, UAE.

I hold a bachelors degree in graphic design and advance diploma in multimedia with professional experience of more than seven years.

I have an excellent command on digital visuals which route brands to the next level in their digital life cycle.

My passion is work closely with interesting brands to visually elevate their image while taking the user experience to next level and raising customer engagement.

“ Being able to say you love what you do is a precious commodity, and I believe that I do, wholeheartedly. ”

CREATIVE SKILLS

DESIGN SKILLS	Creativity	DESIGN & BRANDING	Logo & Logotype	USER EXPERIENCE	Discovery & Research.
	Planning & Strategy		Art Direction		Design Strategy.
	Signs & Typography		Advertising		Prototyping.
	Digital Art		Collateral Design		Interface Design.
	Think Responsive		Publication Design		Information Architecture.
	Photography		Packaging		Mapping User Journeys.
	Layout - Grid		Event Branding		Usability Analysis.
	Color Sense		Corporate Branding		Project Management.
	Project Management				

TECHNICAL PROFICIENCY

Platforms

Mac OS 9/10, Windows 8/10

Applications:

Adobe Photoshop, InDesign, Premiere and Illustrator; Sketch, InVision. Fireworks, Dreamweaver, QuarkXPress, Freehand; MS Project, and Office Suite (Word, Excel, Access, PowerPoint, Outlook).

EXPLORED BRANDS

Yalla Fitness
www.yallafitness.com

Gold's GYM UAE
www.goldsgym.ae

AAHG
www.alahliholdinggroup.com

CSR Division | AHG
www.csralahliagroup.com

Dubai Outlet Mall
www.dubaiaoutletmall.com

117 Live
www.117live.com

Little Manila
www.littlemanila.com

COMICAVE
www.comicave.com

RAK Ceramics
www.rakceramics.com

CrazyDomains
www.crazydomains.com

EDUCATION

- 4 Years Diploma in Fine Arts | Graphic Design / 2003 - 2008 Karachi School Of Art (B.F.A) Karachi, Pakistan. Obtained 3rd Position
- Bachelor of Arts | Humanities / 2003 - 2005 Karachi University | Karachi, Pakistan.
- Arena Multimedia Specialist Program(AMSP) Arena Multimedia, Karachi. Multimedia, 2D, 3D, Animation and Web Designing.
- User Experience Design Circuit (Online) General Assembly NYC Final Project Presentation Link | goo.gl/ZMxYkk
- Digital Marketing & Social Media for Business SEO International, Dubai.

EXPERIENCE

- Al Ahli Holding Group | Dec 2013 – Current Sr. Creative – UX & Digital Marketing Design
Appointed to conceptualize and implement latest digital design solutions that meet marketing strategies from concept to completion in order to promote the various AHG's brands and services to a global market digitally.
Responsibilities included leading the creative aspects of projects digital/non digital and demonstrate strong marketing acumen.
- DreamScape (Crazydomains.com) | July 2012 – Nov 2013 Creative Designer –Branding & Digital Design
Develop projects in communication design, UI/UX design web interactive designs, web marketing, print design promotions, trademark (Logo) design and branding.
- RAK Ceramics (UAE) | January 2010 – July 2012 Creative Designer –Branding & Digital Design
Initially recruited to assist the marketing team for conceptualizing designing and to create business-to business marketing collateral and integrated marketing campaigns for online and traditional print media.
- Techsense-IT House (Pakistan) | Dec 2007 – Sep 2009 Creative Executive
Creative consultation, Strategize, UI/UX design and produce corporate branding, graphics and advertising.
- INTELLIGENNES (Design House) | March 2006 – Nov 2007 Jr. Creative Designer | Part Time
Design print advertising, promotions, package development, trademark, graphics, web layouts and branding.

PERSONAL INFORMATION

Nationality: Pakistani Marital Status: Married
Date of Birth: 22 | 02 | 1985 Driving License: UAE Valid
Gender: Male Languages: English | Urdu | Arabic

HOBBIES & INTEREST

