



Riyadh | Dubai

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PORTFOLIO /PROFILE

WORK OVERVIEW

PREPARED BY
WAQAS MOHAMMED AMIN



I AM CREATIVE EDGE_

With over **15 years of rich experience** in the private and public sectors of the creative and marketing realms, I proudly serve as a **Senior Creative Director**. My journey has been marked by the successful development and implementation of world-class destination and public sector brands in the **Middle East**. Notably, some of my proudest achievements include brand identities that have garnered approval from distinguished figures such as **His Royal Highness the Crown Prince of Saudi Arabia and the Crown Prince of Dubai**.

My passion lies in pushing creative boundaries and crafting brand experiences that resonate deeply with audiences, making me a trusted leader in the ever-evolving world of branding and marketing.

1

**Who
I am.**

2

**Whom I
Work with.**

3

**What
I do.**



WHOM I WORKED WITH

I am proud of my experiences.
From global agencies, to the private
and public sectors, I am always eager
on the lookout for new and interesting
collaborations.

1

Who
I am.

2

Whom I
Work with.

3

What
I do.



VARIED YET WELL ROUNDED

Across various industries and around different countries, I provide and manage complimentary 360° services.

1

Who
I am.

2

Whom I
Work with.

3

What
I do.

BRANDING

Research
Brand Positioning
Brand Strategy
Brand Identity
Campaign

COMMUNICATION

Market Research
Marketing Campaign
Integrated Advertising
Digital Marketing
Content Creation

DIGITAL

Wireframing
UI/UX Design

PRODUCTION

Production
Management
Video and Film
Photography
Retouching
Branded Content

EVENTS

Activations
Brand Launches
Event Ideation
Event Branding
Experiential Marketing



DISCOVER MY WORK

I offer a global approach to brand's needs, as well as more specific and punctual services. From small to large scale and local to global, each project and brand I work on is unique in approach yet treated with one same passion.

1

**Who
I am.**

2

**Whom I
Work with.**

3

**What
I do.**



THE WORK _





That's me...

JAN 2024

It was an unforgettable moment and a lifetime achievement to have had the honor of sharing a memory with His Royal Highness Crown Prince Mohammed Bin Salman at the official reception of Riyadh Expo 2030 in Paris, France. This experience will forever be cherished as a symbol of recognition and a testament to the significance of the event in showcasing Riyadh's vision and aspirations on the global stage.



PROFESSIONAL JOURNEY

1/3

AUG 2021
PRESENT

DIRECTOR OF CREATIVES & PRODUCTIONS - ROYAL COMMISSION FOR RIYADH CITY

As the driving force behind Riyadh City's marketing and creative content development, I serve as the pioneering **Creative Head of Riyadh Expo 2030**. In this capacity, I am dedicated to shaping the **Riyadh City Brand** and concurrently crafting the **Riyadh Strategy Brand** to align seamlessly with Vision 2030. I am entrusted with the oversight of all creative services mandated by RCRC, leading a team through **12+ undisclosed initiatives and projects**, encompassing major developments within Riyadh, including its noteworthy mega projects.

MAR 2018
AUG 2021

CREATIVE SERVICES MANAGER - RED SEA GLOBAL (PIF)

Led the development of **The Red Sea Development Company's brand, guidelines, and creative policies**. Established an **in-house Creative Studio**, hired and managed a team, and oversaw internal and external brand productions. Successfully launched global brands like **Turtle Bay Hotel** and **Coral Bloom**, along with an award-winning campaign promoting the Coral Bloom destination.



PROFESSIONAL JOURNEY

2/3

JAN 2015
MAR 2018

CREATIVE MANAGER - RAS AL KHAIMAH TOURISM DEVELOPMENT AUTHORITY

Oversee creative services within the internal team, handling **print, videos, and photography** for destination promotion. Key contributions include developing brands such as **Jebel Jais, Jebel Jais Flight, Puro Restaurant, and 1484**. Skillfully manage and curate content for both internal and external events aimed at promoting the destination.

FEB 2013
DEC 2015

CREATIVE BRAND MANAGER - LIGHT HOUSE ADVERTISING AGENCY

Conceptualizing marketing campaign ideas for diverse clients and steering the entire lifecycle from inception to launch. Serving notable clients including **InterContinental Hotels Group, Visit Dubai, Experience Abu Dhabi, Bait Al Kandora, Renault, Dubai Government, Emaar, Dubai Police, and SMZ University**.



PROFESSIONAL JOURNEY

3/3

FEB 2011
FEB 2013

SENIOR BRAND DESIGNER - ORIENT ADVERTISING AGENCY

Conceive **brand identities** and campaign concepts from inception, leading the development process and engaging directly with client managers. Notable clients include **Audi, BMW, Renault, Victoria's Secret, and PINK.**

MAR 2010
JAN 2011

ASSOCIATE BRAND PRODUCER - GEO NEWS NETWORK

Manage **promo shoots** to promote prime shows on the news channel. Collaborate with directors to generate **creative promo ideas, sketch storyboards**, and develop pilot programs. Additionally, played a key role in developing **brand guidelines**, as well as visual and audio guidelines.



ACHIEVEMENTS JOURNEY

My journey in the realm of brand and marketing has been marked by a trail of achievements and accolades. Several of my innovative marketing ideas and brand campaigns have secured prestigious awards, attesting to their impact and creativity. Notably, key projects under my stewardship, including Riyadh Expo 2030, Saudi Made, Riyadh City Strategy, Tuwaiq Sculpture, and Red Sea Global, have received high praise from distinguished figures, including His Royal Highness Crown Prince Mohammed Bin Salman. These recognitions underscore my commitment to excellence and the transformative power of strategic and creative endeavors in the marketing landscape.

ENDORSED BY HRH CROWN PRINCE MOHAMMED BIN SALMAN

NEOM
BRAND CONCEPT

RED SEA GLOBAL
BRAND IDENTITY

SAUDI MADE
BRAND IDENTITY

RIYADH FOUNDATION
BRAND IDENTITY

RIYADH EXPO 2030
BRAND IDENTITY

RIYADH STRATEGY 2030
BRAND IDENTITY

TUWAIQ SCULPTURE
BRAND IDENTITY

RIYADH BIOTECH CENTRAL
BRAND IDENTITY

SILVER TELLY AWARDS
DESTINATION BRAND - RAS AL KHAIMAH

BRONZE TELLY AWARDS
DESTINATION MARKETING CAMPAIGN - RAS AL KHAIMAH

WORLD TRAVEL AWARDS
EXPERIENCE BRAND - JEBEL JAIS

WORLD TRAVEL AWARDS
EXPERIENCE LAUNCH VIDEO - JEBEL JAIS



ACADEMIC JOURNEY

My academic journey has been defined by a dedication to mastering the intricacies of communication, earning a Master's degree in Mass Communications, also recognized as Media Sciences. Additionally, I pursued a diploma from the University of Arts London in Creative Directions and Art Directions. This diverse educational background has significantly contributed to my professional journey, equipping me with a comprehensive skill set and a nuanced understanding of the dynamic fields of media and creative arts.

MASTERS IN MASS COMMUNICATIONS
UNIVERSITY OF KARACHI

BACHELORS IN ARTS
UNIVERSITY OF KARACHI

DIPLOMA IN CREATIVE DIRECTIONS
UNIVERSITY OF ARTS LONDON

DIPLOMA IN ART DIRECTIONS
UNIVERSITY OF ARTS LONDON



RIYADH CITY STRATEGY 2030

IDENTITY

GUIDELINES

LAUNCH

While working at RCRC, I proudly led the design of the **Riyadh City Strategy 2030 brand identity**, which was officially approved in 2024 by **His Royal Highness Crown Prince Mohammed Bin Salman**. This marked a historic achievement as it was the **first-ever internal brand identity to be presented to and endorsed by HRH**.

This milestone reflects not only the strategic depth and creative integrity of the work but also its national significance in shaping the visual narrative of Riyadh's future. The identity serves as a foundation for all strategic communications related to the city's transformation under Vision 2030.

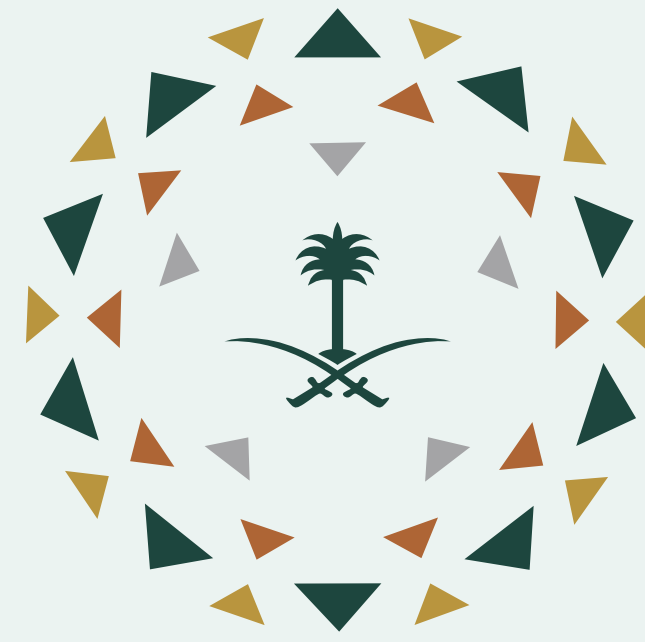
CONFIDENTIAL

Please note that the Riyadh City Strategy 2030 brand identity project has not yet been publicly announced. The details and materials shared are strictly confidential and are provided solely for the purpose of showcasing the work I executed during my tenure at RCRC. Kindly refrain from sharing, distributing, using, or reusing this content with any internal or external parties without prior written consent.

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Scan to watch some of the videos from many, which has been developed under my supervision.



2030 | استراتيجية الرياض RIYADH STRATEGY

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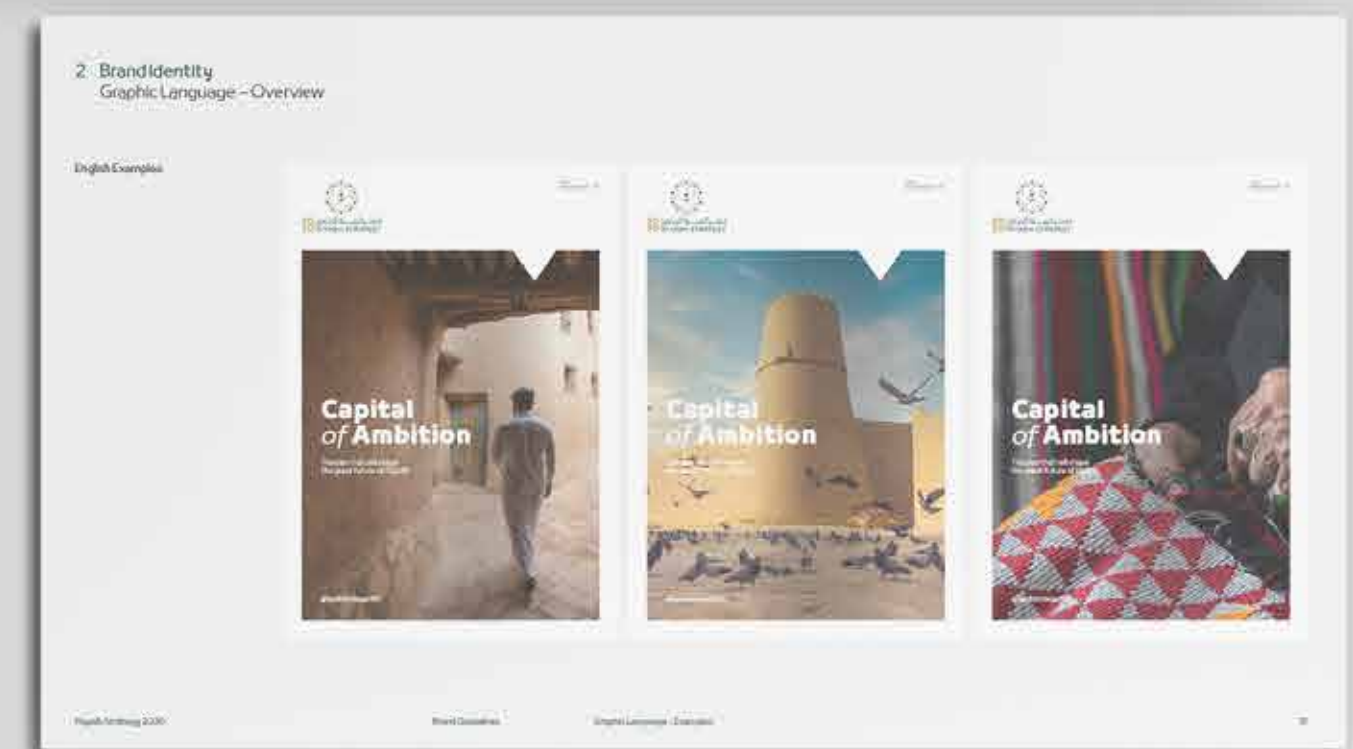
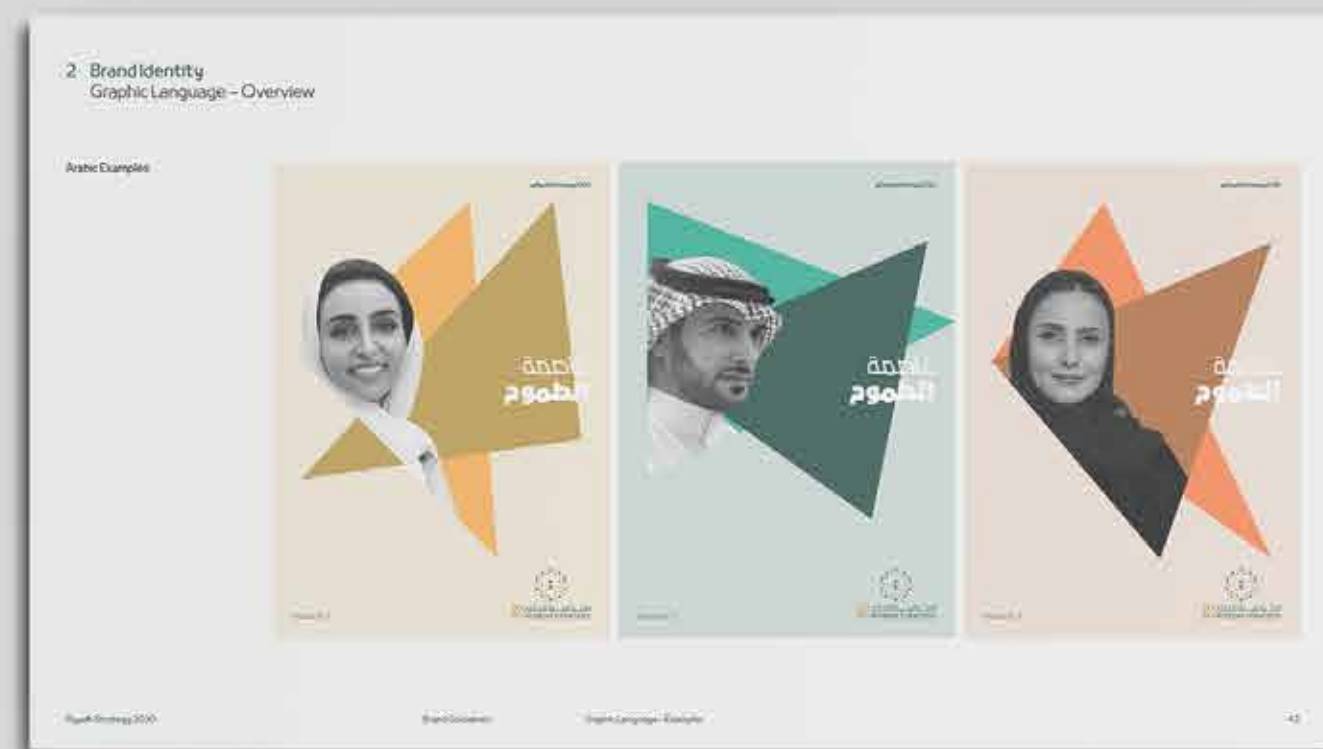
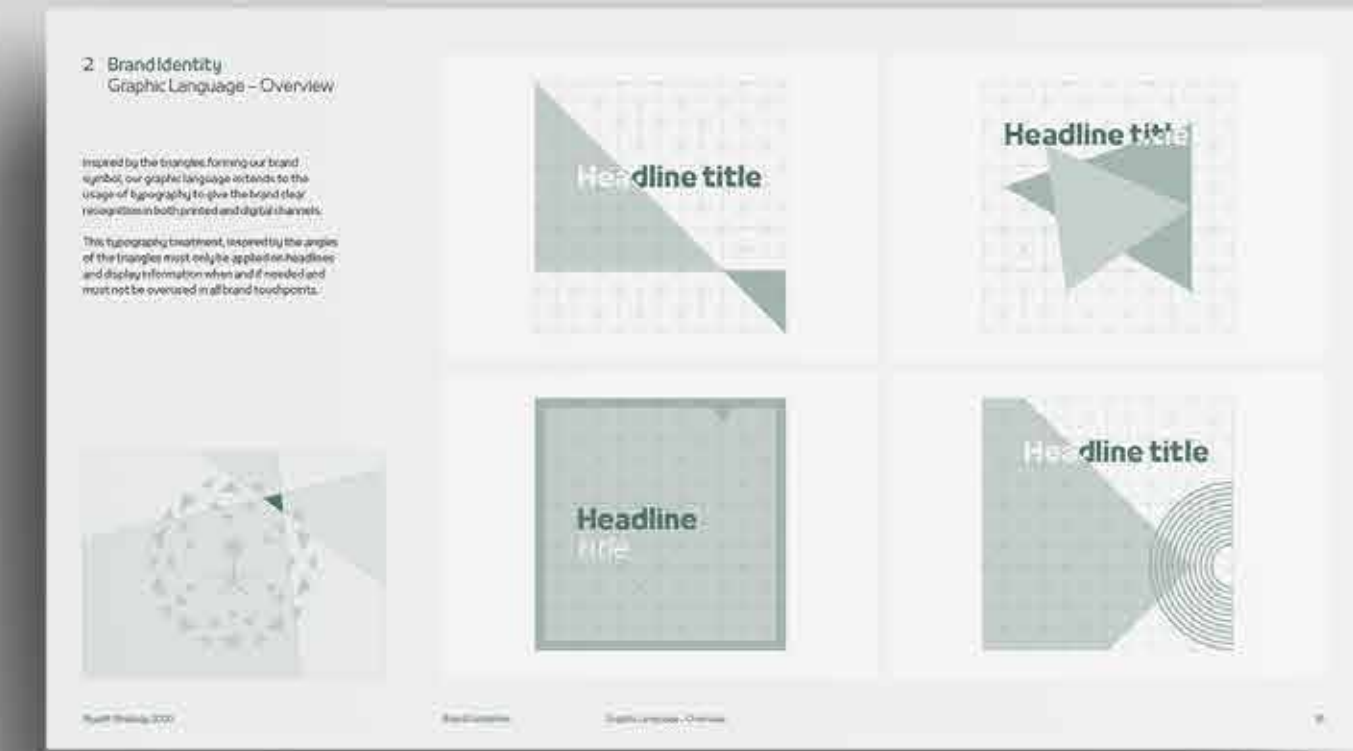
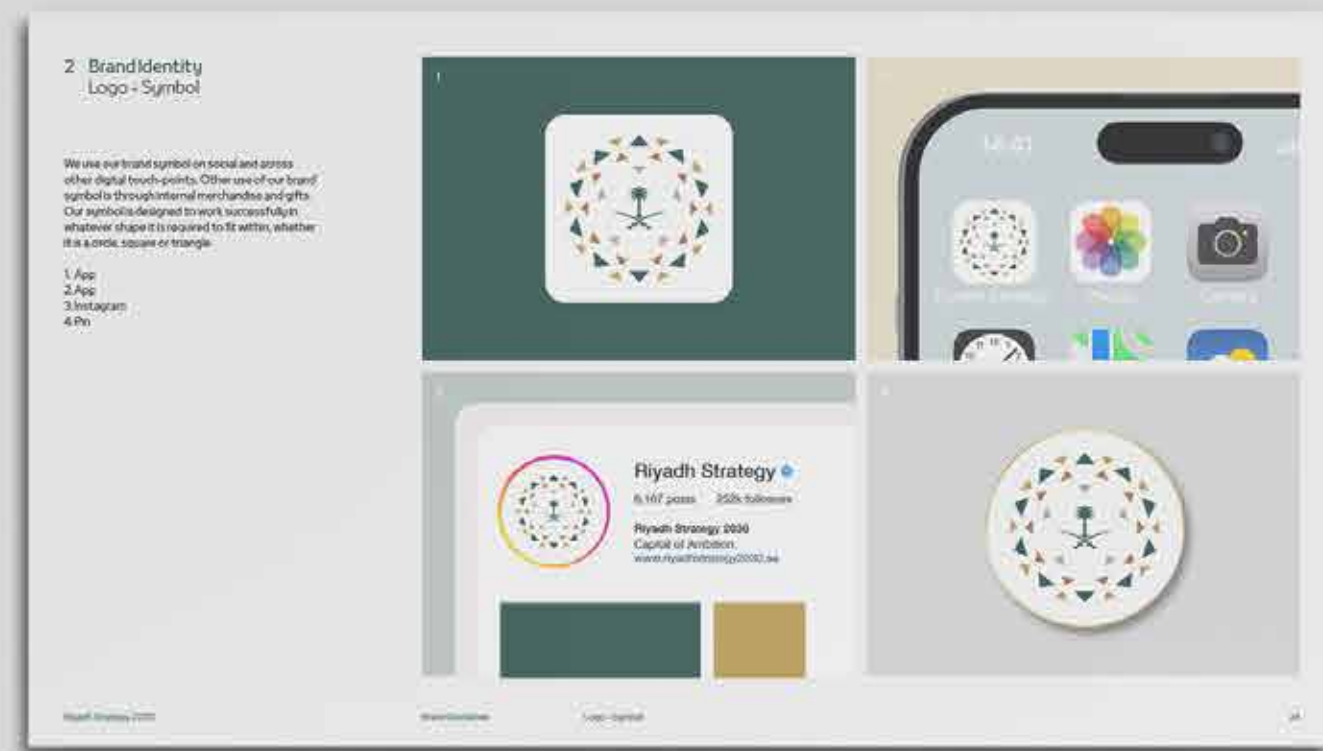
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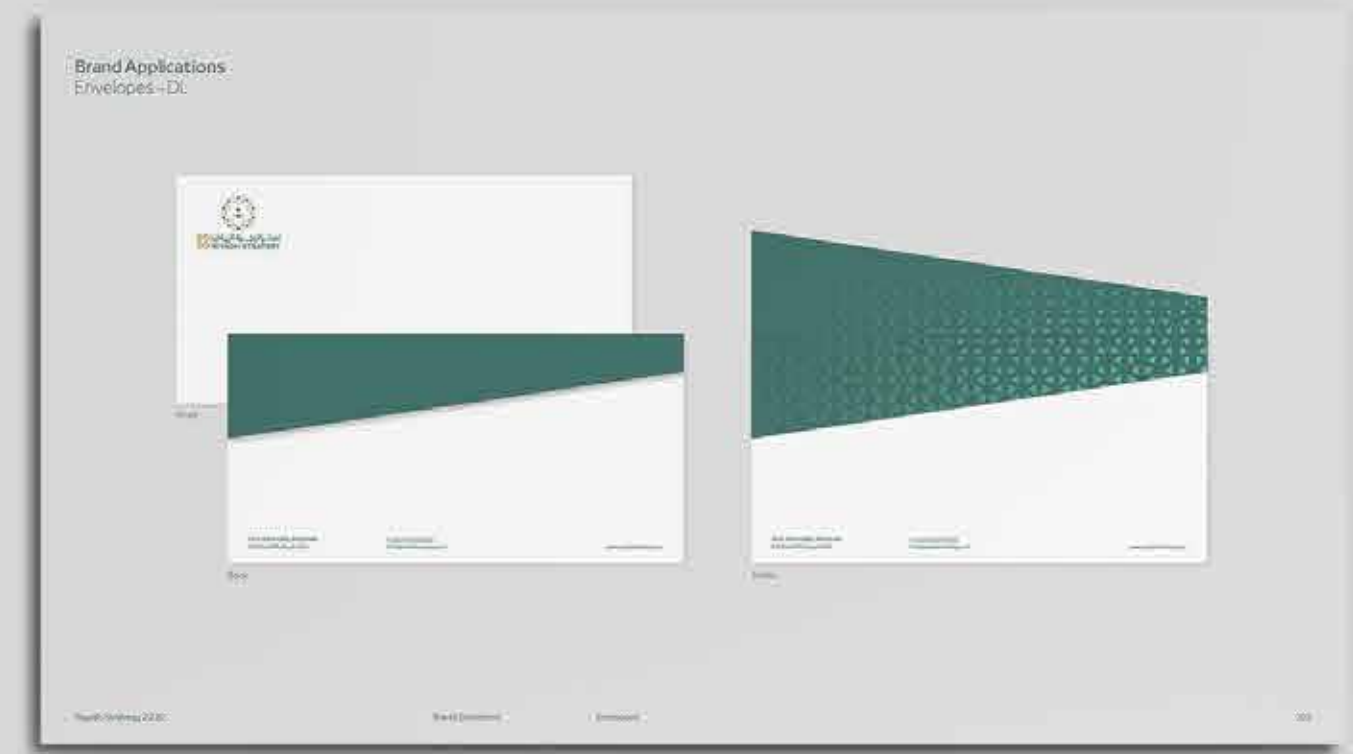
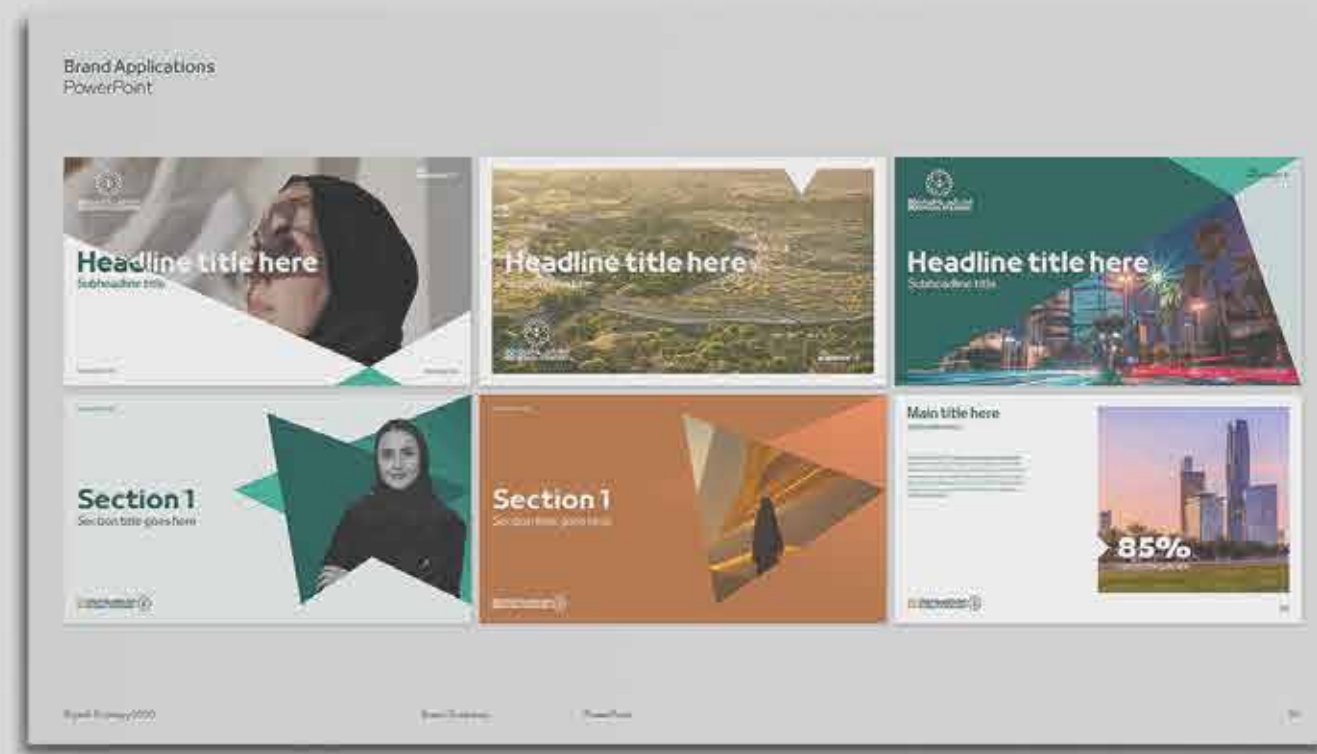
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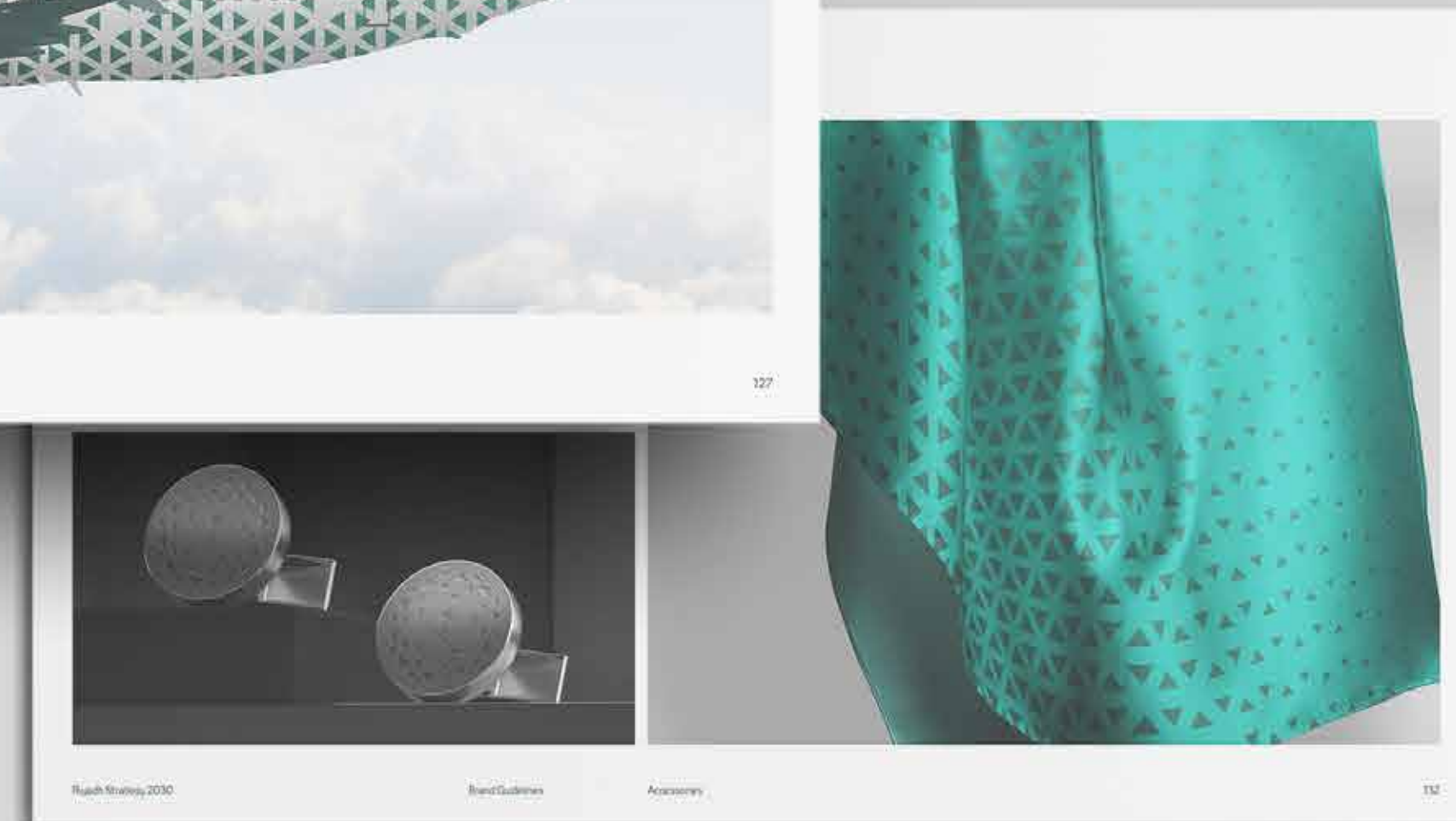
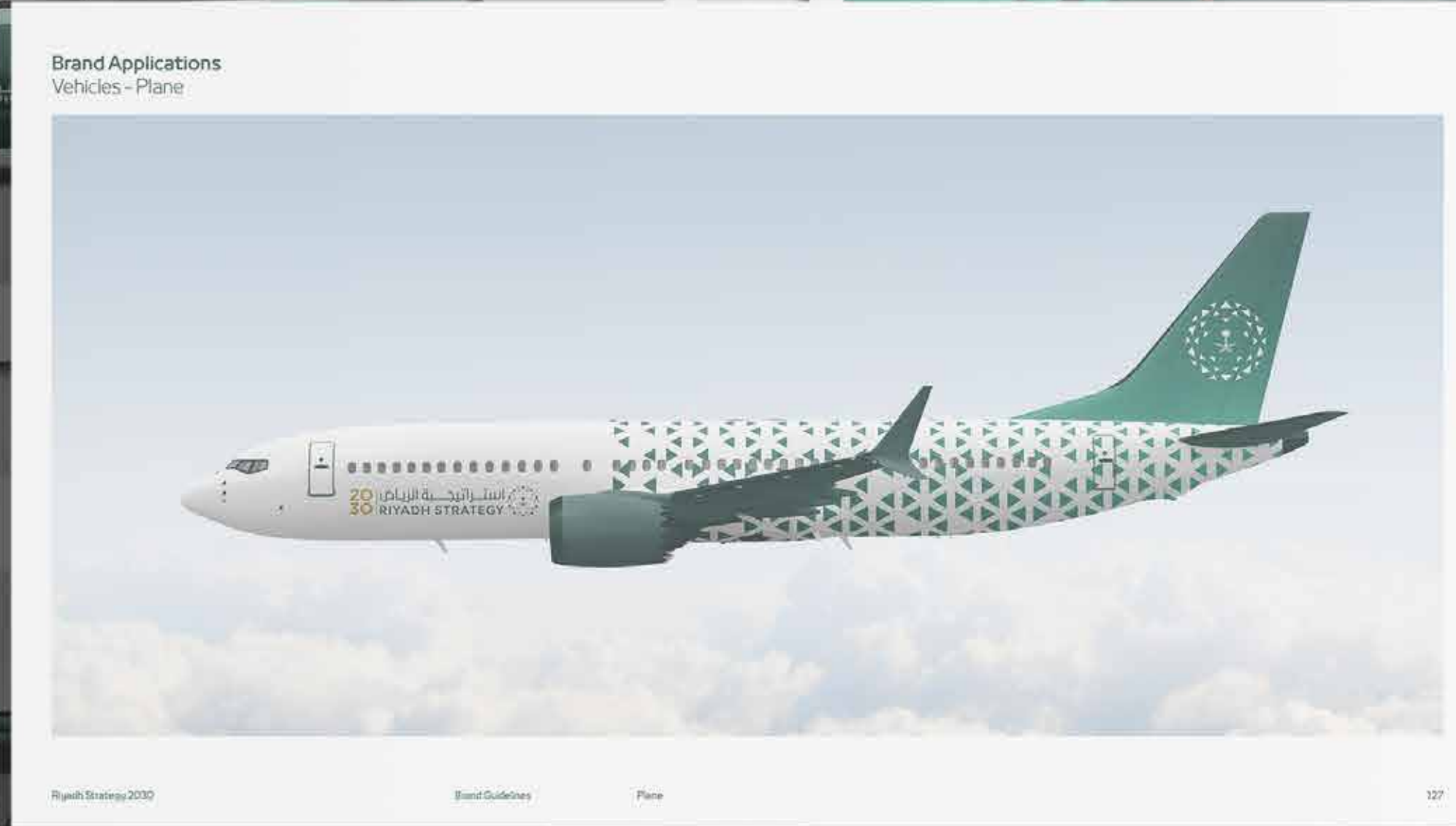
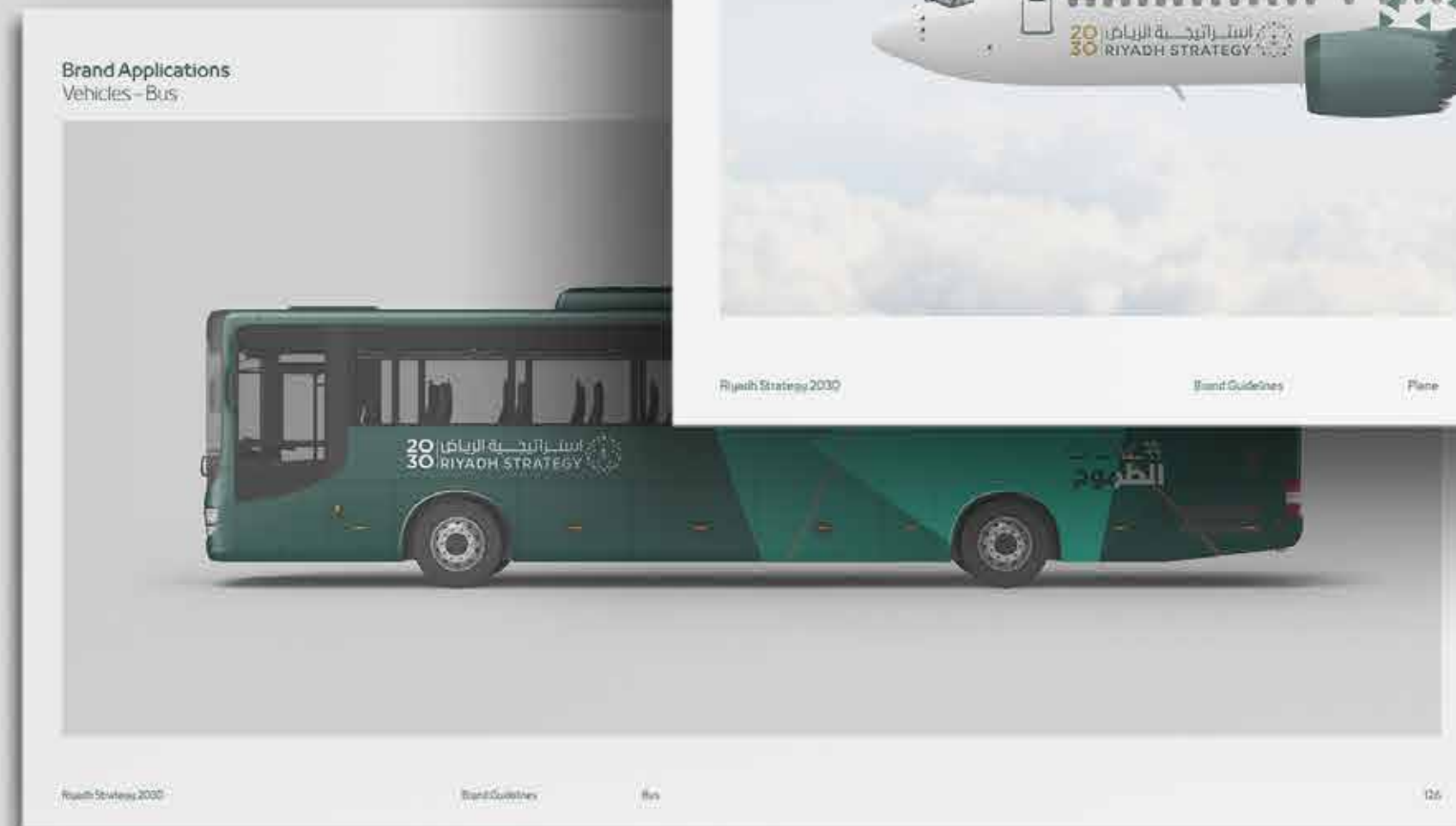
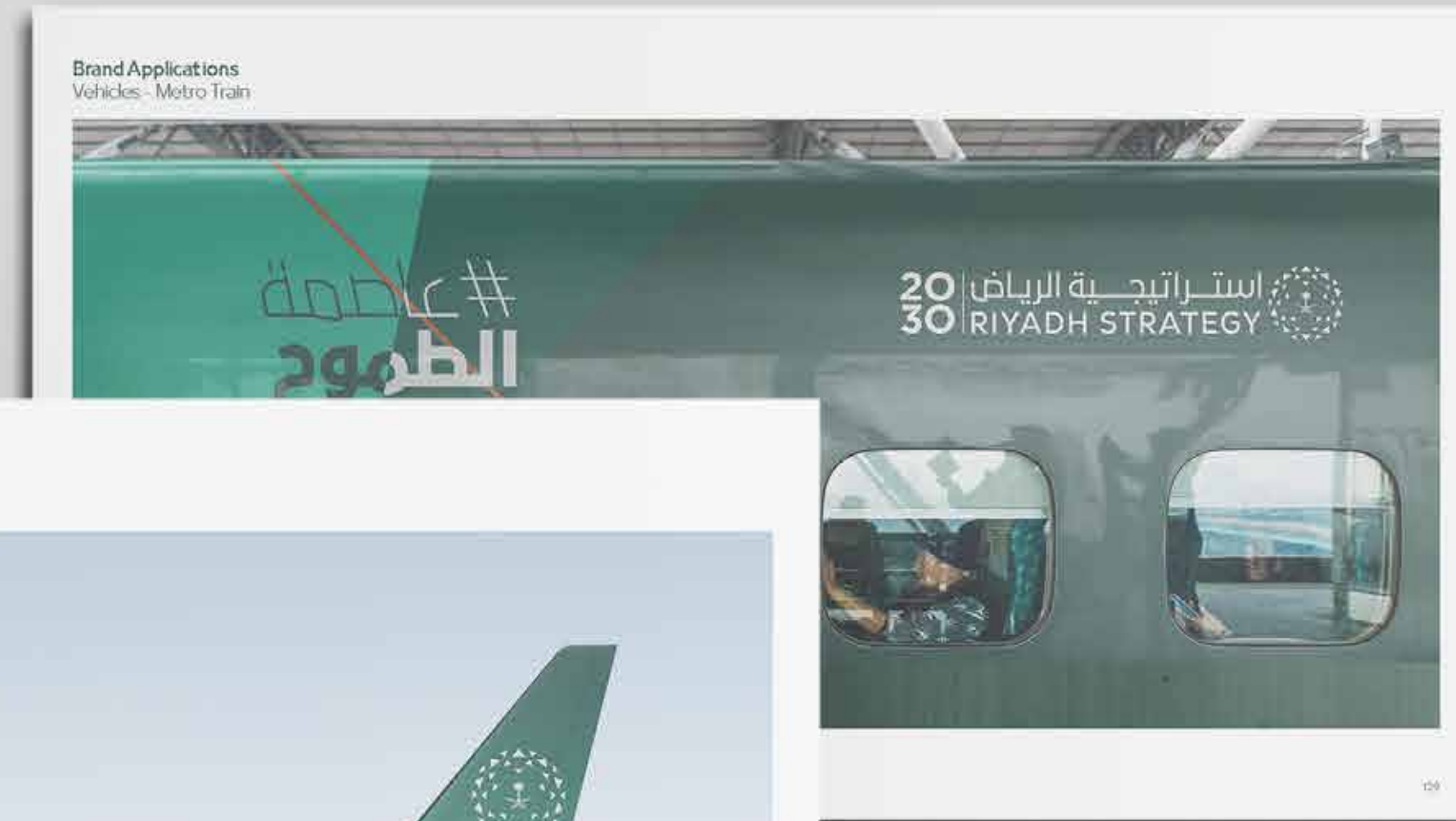
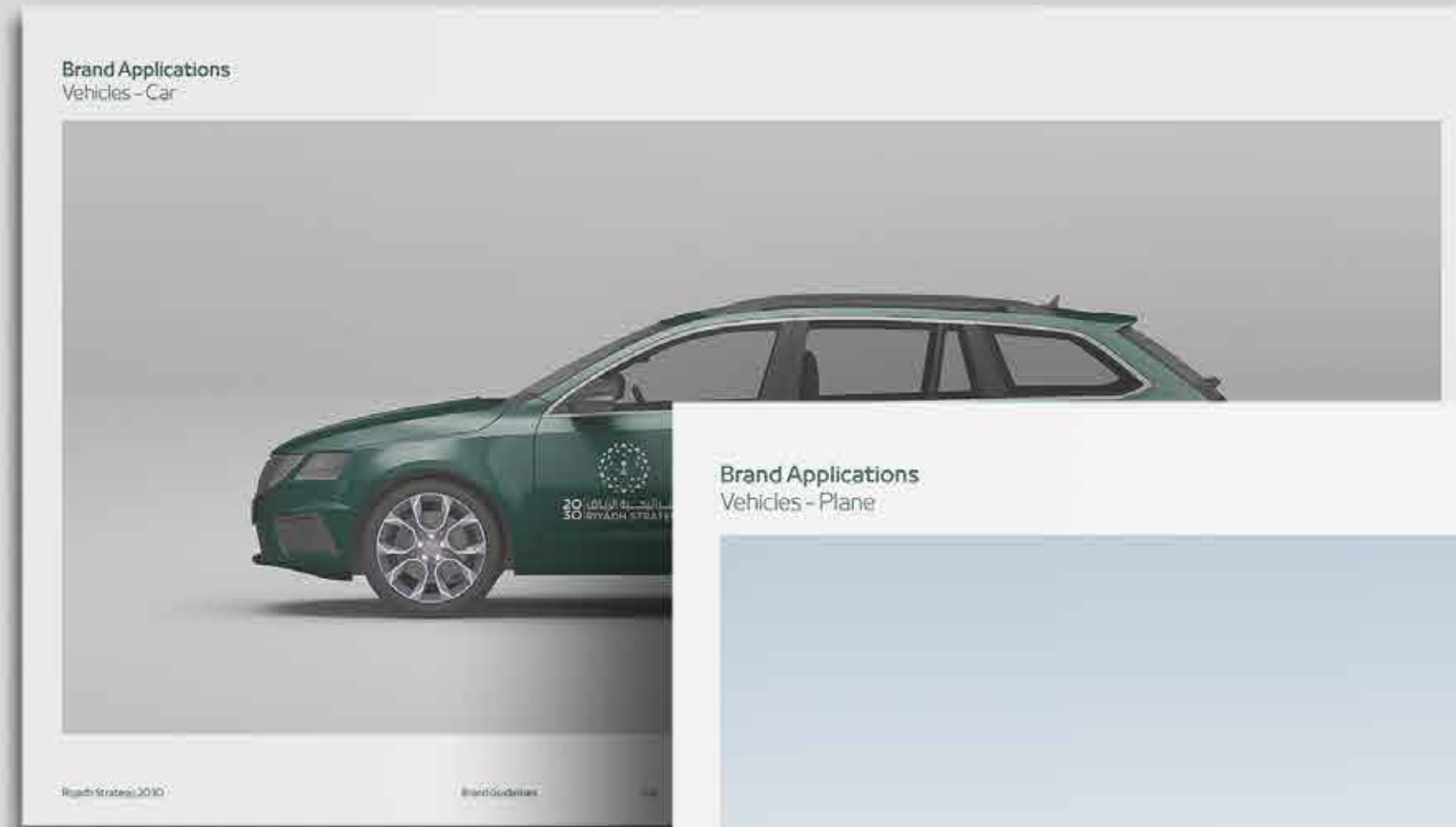
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OTHER GIGA & MEGA PROJECTS UNDER RIYADH STRATEGY

IDENTITY

GUIDELINES

LAUNCH

At RCRC, I am leading the creative development of several mega projects that are instrumental to Riyadh's transformation under Vision 2030. Among these is the Riyadh City Brand, a strategic initiative designed to define and unify the city's identity across local and international platforms. The brand is currently in its final stages of development, crafted to reflect Riyadh's ambition, heritage, and global vision.

In addition to the Riyadh City Brand, I am working on a number of other major projects, some of which have already been approved by His Royal Highness Crown Prince Mohammed Bin Salman, while others are in the final phase, awaiting presentation for approval. Each initiative is built on strategic insight and creative excellence, contributing to a cohesive and future-ready narrative for the capital city.

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RIYADH CITY BRAND

In the stage of developing internal options + working with local and international agencies.

RIYADH CREATIVE DISTRICT

In the stage of developing internal options + working with local and international agencies.

RIYADH DIGITAL INNOVATION DISTRICT

In the stage of developing internal options + working with local and international agencies.

RIYADH FOUNDATION

Brand has been Approved from BoD.

RIYADH BIOTECH CENTERAL

Brand has been Approved from BoD.

OTHERS...

Overseeing the agencies and internal creative efforts.

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RIYADH
KINGDOM OF SAUDI ARABIA
EXPO 2030



World Expo 2030

Riyadh, the World's Choice



RIYADH EXPO 2030 JOURNEY

IDENTITY

CAMPAIGN

KEYNOTES

VIDEOS

WEBSITE

In the remarkable journey leading to the successful bid for Riyadh Expo 2030, I played a pivotal role in shaping its identity and garnering international recognition. I crafted an Exclusive Brand Identity and Guidelines, along with Patterns and a Keynote Presentation for General Assemblies in Paris. Additionally, all artworks for Official Receptions and Symposiums in Paris were meticulously developed by me, reflecting the essence of Riyadh Expo 2030. Spearheading the creation of a competitive website, I ensured a strong online presence.

Scan to watch some of the videos from many, which has been developed under my supervision.

A significant aspect of this achievement was the development and production of Sonic Branding, a distinctive auditory identity that resonated with the Expo's essence. Complementing this, I created 20 impactful videos strategically designed to promote Riyadh Expo 2030, contributing to its global visibility. Simultaneously, during the bidding process, I formulated a compelling Outdoor Campaign that unfolded in key locations across Riyadh, Dubai, and Paris, amplifying anticipation and interest in the Expo. These collective efforts culminated in the triumph of winning the World Expo for 2030, marking a testament to the comprehensive and impactful contributions made in both creative and strategic domains.



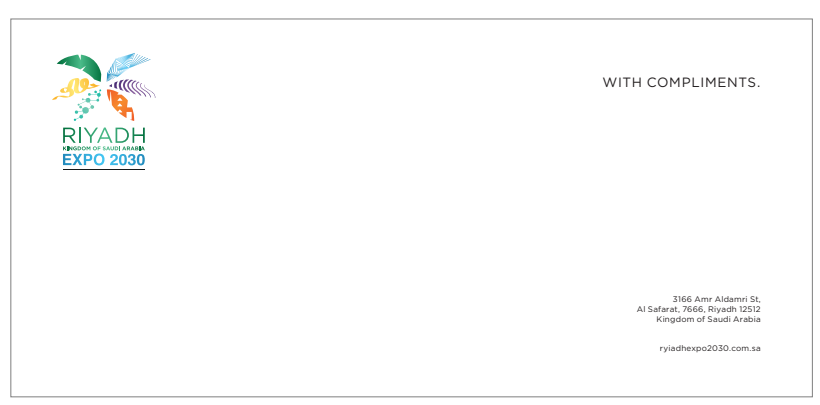
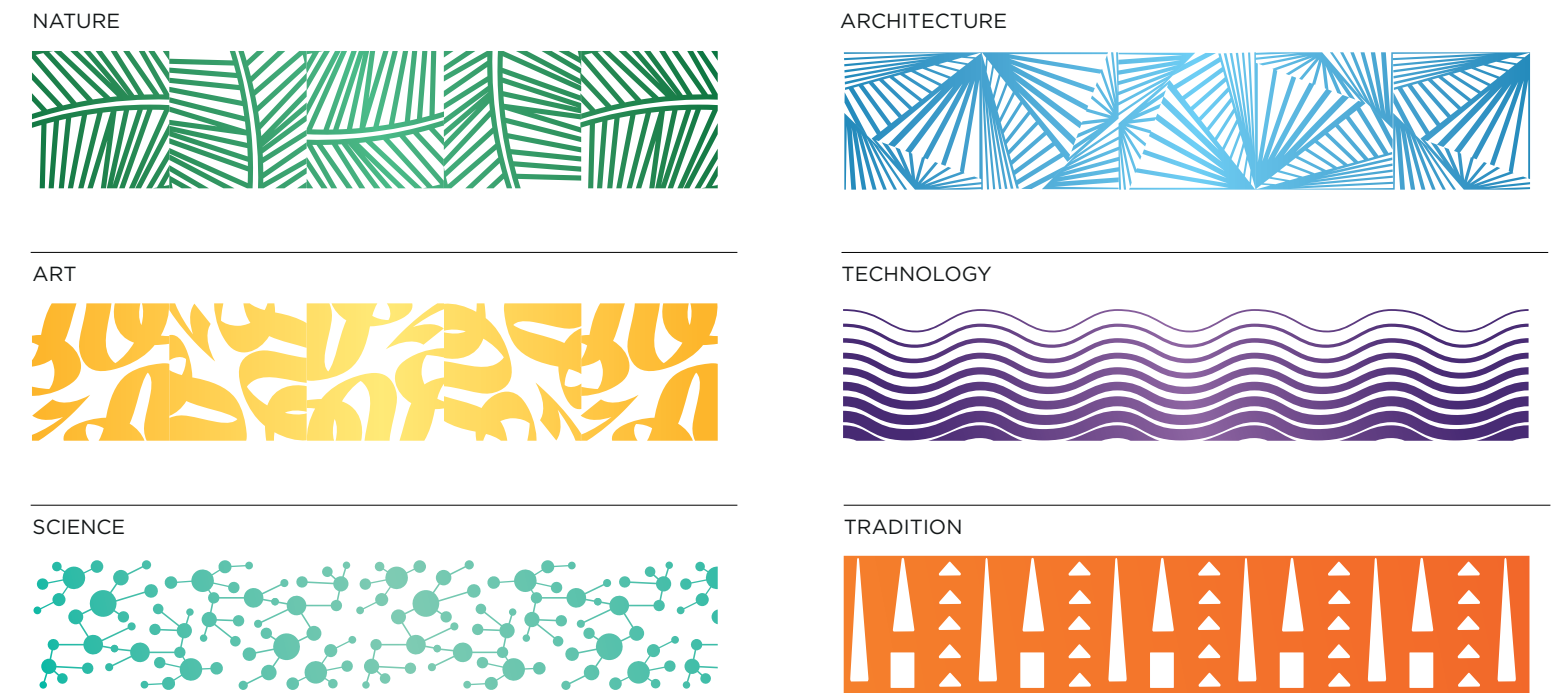


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| NATURE NATURE COL 1 CMYK 90 31 97 22 RGB 0 108 53 #006C35 NATURE COL 2 CMYK 68 0 62 0 RGB 79 180 128 #4FB480 | |
| ART ART COL 1 CMYK 0 32 93 0 RGB 250 183 18 #FAB712 ART COL 2 CMYK 0 5 65 0 RGB 255 235 114 #FFEE9Bv | |
| SCIENCE SCIENCE COL 1 CMYK 75 0 45 0 RGB 8 176 160 #08B0A0 SCIENCE COL 2 CMYK 50 0 37 0 RGB 139 202 179 #8BCAB3 | |
| ARCHITECTURE ARCHITECTURE COL 1 CMYK 80 35 10 0 RGB 30 135 189 #1E87BD ARCHITECTURE COL 2 CMYK 50 0 0 0 RGB 79 180 128 #4FB480 | |
| TECHNOLOGY TECHNOLOGY COL 1 CMYK 88 100 20 10 RGB 71 38 108 #47266C TECHNOLOGY COL 2 CMYK 50 69 7 0 RGB 149 98 158 #95629E | |
| TRADITION TRADITION COL 1 CMYK 0 84 95 0 RGB 232 67 27 #E8431B TRADITION COL 2 CMYK 0 55 93 0 RGB 241 136 29 #F1881D | |



I crafted the brand guidelines for Riyadh Expo 2030, ensuring a cohesive and impactful visual identity that resonated with the city's essence and communicated a unified message of innovation and excellence.

I conceptualized and designed the iconic logo for Riyadh Expo 2030, symbolizing innovation and unity, while encapsulating the essence of the event in a visually striking and memorable emblem.





As the creative force behind Riyadh Expo 2030's outdoor artworks during the bidding process, I skillfully integrated innovation and tradition, crafting a visually captivating experience that reflected the city's dynamic spirit and cultural richness.



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Live and Attention-Grabbing:

Majority of OOH Activations Between June 15th and 19th
Ensuring Highest Share of Voice

OOH in Strategic Locations
(2 XXL Faces in 2 Strategic City Locations)



Live at **132**
Touchpoints Across 6 locations
2 city + 4 airport (including private terminal)

OOH in Paris Airports
(22 Faces; 106 Digital Screens across 3 airports + Private terminal)



Upto **70**
Days
Live in Paris city and airports

OOH on Bus & Taxis
(60 cars - available to RCRC 24h split across 19-20th of June)

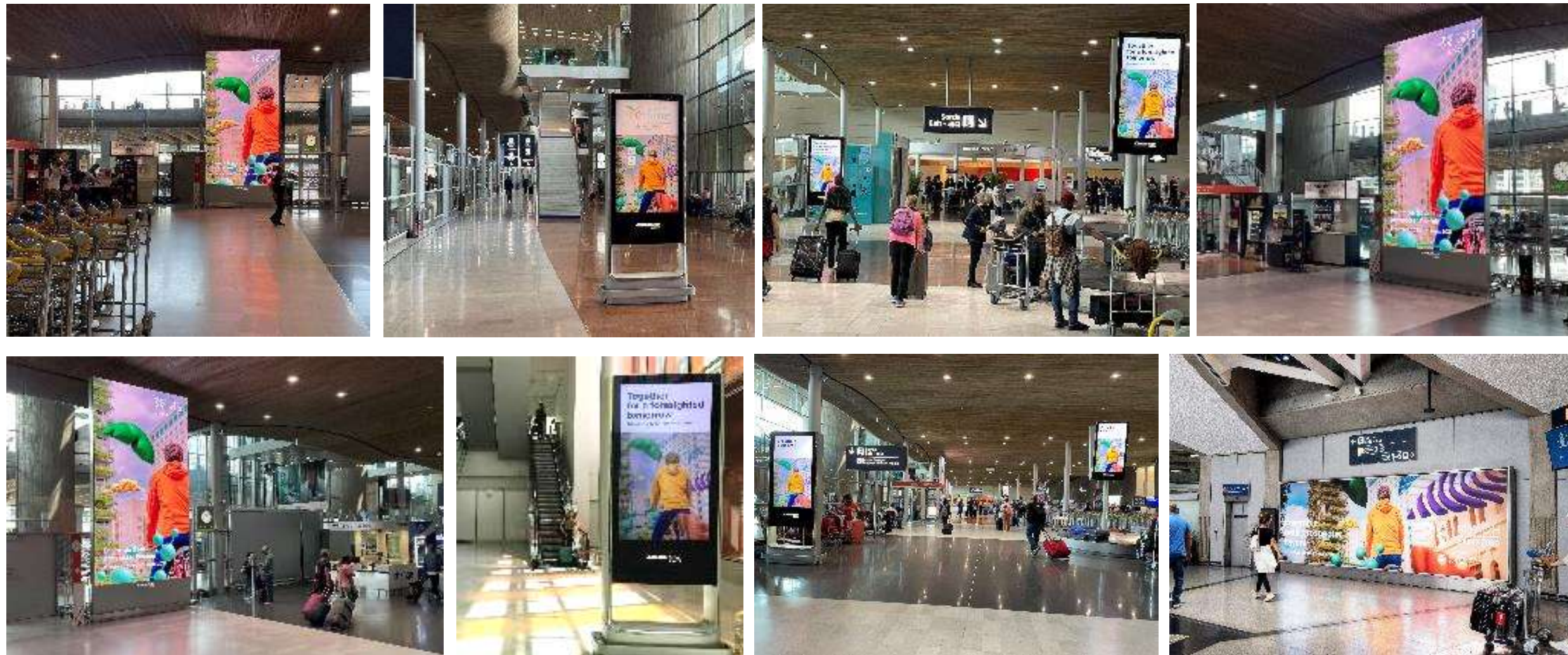


Mobile on **60**
Branded luxury Cars and 1 bus
For 2-4 days during GA and Official Reception

Snapshots of OOH in Paris city and airports



Snapshots of OOH in Paris city and airports



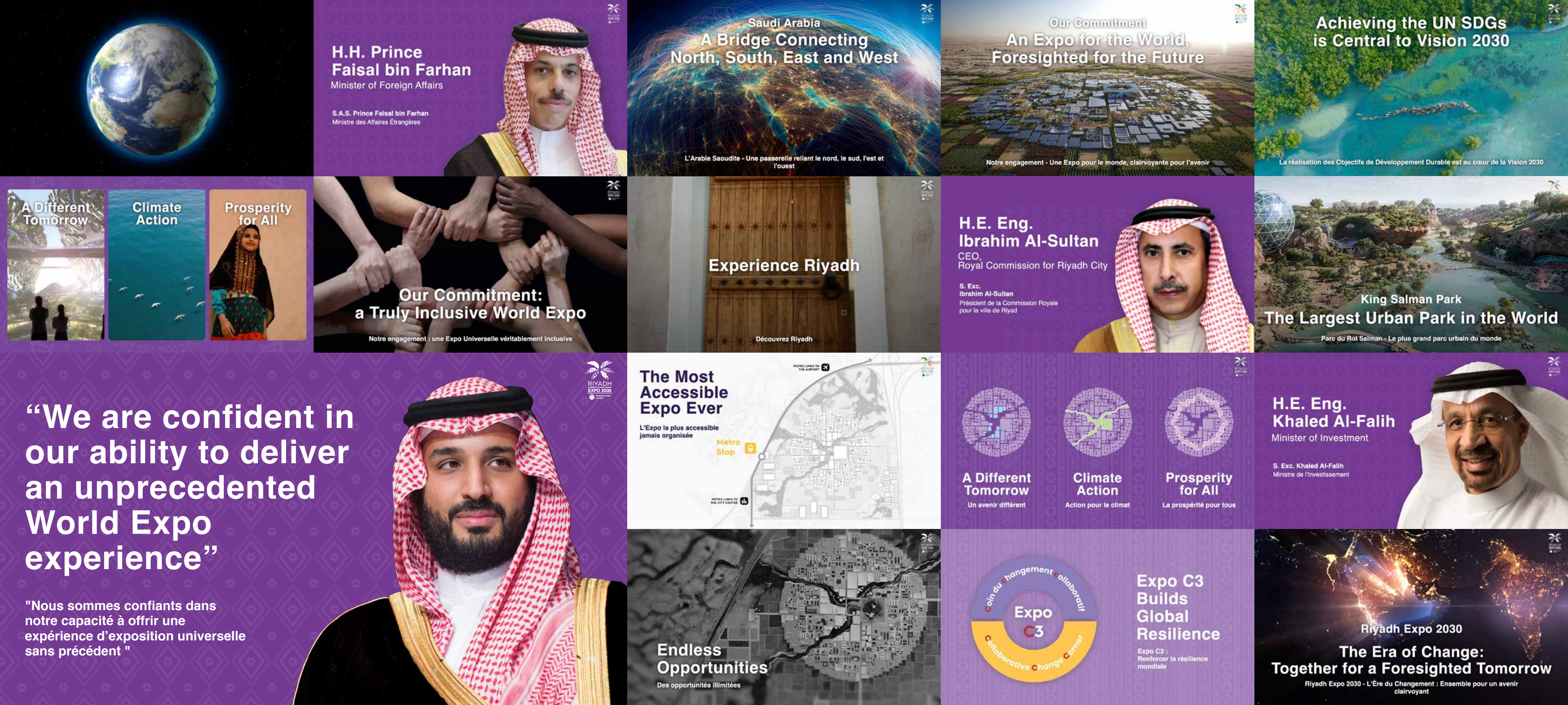
Paris Centre - Forum des Halles (XXL Size)

- **Duration:** June 17, 2023 - August 31, 2023
- **Target Audience:** Local and international mix of all age groups and almost equal male and female propositions.
- **Avg. Weekly Footfall:** 1,034,615*
Note: Average footfall: on weekends 2x of weekdays
- **Audience Avg. Dwell Time/Visit around location:** 119 mins*



*Source: Data provided by the location provider





“We are confident in our ability to deliver an unprecedented World Expo experience”

"Nous sommes confiants dans notre capacité à offrir une expérience d'exposition universelle sans précédent "

Taking charge of the creative direction, I not only designed but also provided art direction for the keynotes showcased at the General Assemblies throughout the bidding process of Riyadh Expo 2030. Through meticulous planning and artistic insight, I curated compelling visual narratives that captivated audiences, seamlessly weaving together the city's rich heritage and the innovative vision driving the Expo. These keynote presentations served as powerful tools, enhancing the overall impact of Riyadh's bid by delivering a visually engaging and persuasive storytelling experience.

RIYADH PUBLIC TRANSPORT

LAUNCH **CREATIVES**

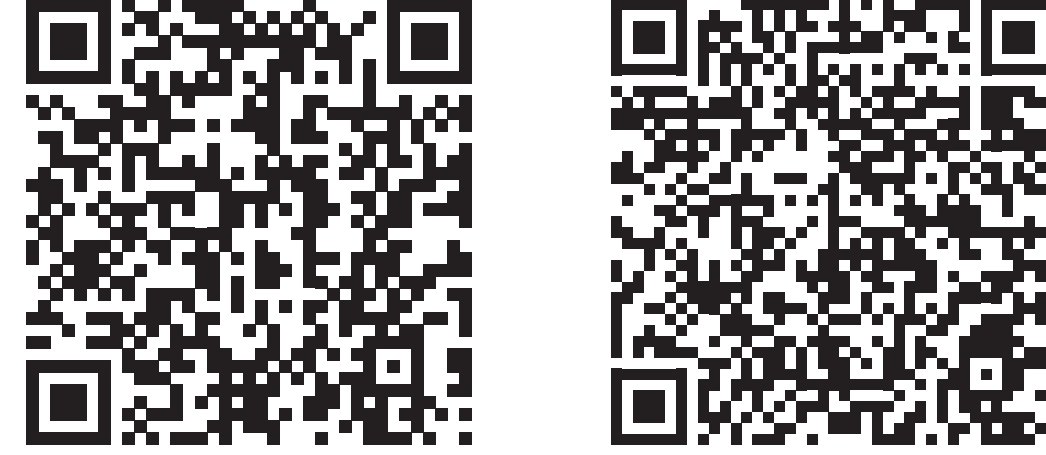
At RCRC, I led the creative planning and execution for the grand launch of the Riyadh Metro. Working closely with the Public Transport team, I developed the key visuals, campaign strategy, and launch video to introduce this transformative project to the public. The initiative was designed to reflect the scale and significance of Riyadh Metro, resulting in a cohesive creative rollout that supported a high-impact public debut and aligned with the city's broader mobility vision.

Scan to watch some of the videos from many, which has been developed under my supervision.

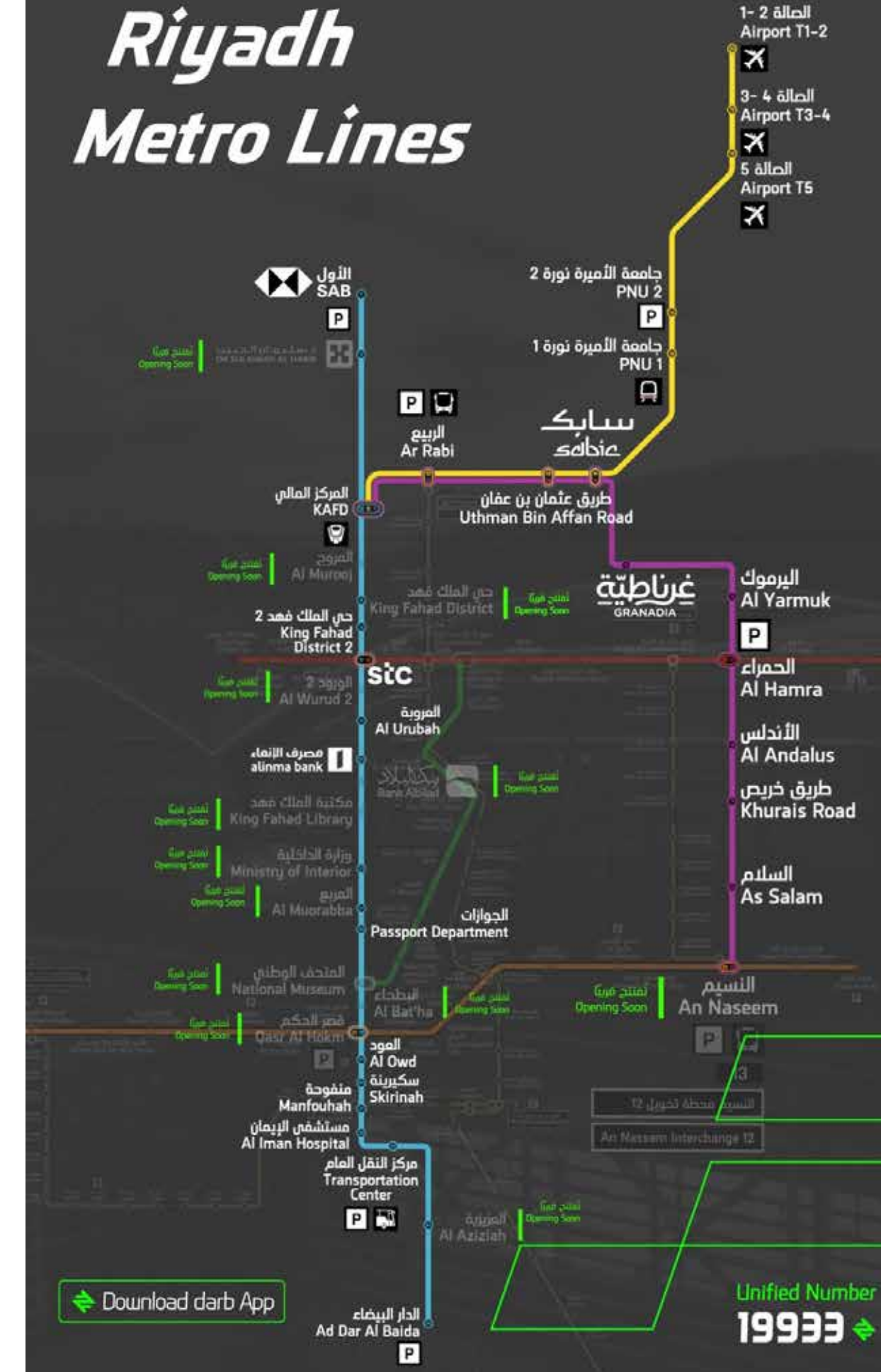
CREATIVES

Taking charge of the creative direction, I led the design and art direction of the Riyadh Metro's key visuals and digital assets. From static visuals to animated social media creatives, I developed a unified visual language that echoed the Metro's scale, innovation, and relevance to Riyadh's future. Each design element was meticulously crafted to resonate with the public, ensuring consistency across campaign materials while enhancing visibility and engagement. This creative rollout played a crucial role in elevating public awareness and enthusiasm ahead of the Metro's grand launch.

Scan to watch some of the videos from many, which has been developed under my supervision.



Riyadh Metro Lines



قطار الرياض
riyadh metro

**DOWNLOAD DARB APP
AND START YOUR JOURNEY**

درب | darb

الرقم الموحد
19933

Download darb App

قطار الرياض
riyadh metro

اختر
طريقة دفع تناسبك

الرقم الموحد
19933

حقل تطبيق درب

قطار الرياض
riyadh metro

حدد وجهتك

الرقم الموحد
19933

حقل تطبيق درب

قطار الرياض
riyadh metro

من أحبائك أقرب

الرقم الموحد
19933

حقل تطبيق درب

قطار الرياض
riyadh metro

كل درب أقرب

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حقل تطبيق درب

قطار الرياض
riyadh metro

من المطار أقرب

الرقم الموحد
19933

حقل تطبيق درب

RIYADH THE CITY OF AMBITION



الهيئة الملكية لمدينة الرياض
ROYAL COMMISSION FOR RIYADH CITY

ROYAL COMMISSION FOR RIYADH CITY JOURNEY

IDENTITY

CAMPAIGN

PROJECTS

VIDEOS

EVENTS

WEBSITE

Since 2021, I have served as the Creative Director at the Royal Commission for Riyadh City (RCRC), where I assume the role of guardian for the organization's corporate brand. In this capacity, I've not only overseen the development of various internal sub-brands but also spearheaded the successful launch of the Media Center within RCRC.

My responsibilities extend to managing Riyadh City Marketing, where I strategically shape and enhance the brand identities of different projects under RCRC. This includes notable initiatives such as Riyadh Creative District, Riyadh Art, Riyadh Smart City, Riyadh Life, Diplomatic Quarters, Riyadh BioCentral, and several other unannounced projects.

In the dynamic realm of brand development, my role encompasses cultivating cohesive visual identities, ensuring consistency across diverse projects, and contributing to the overall success and recognition of RCRC on both local and international stages.

By curating engaging and immersive experiences at various exhibitions, I contribute to positioning Riyadh as a leading hub for innovation, culture, and progress. Through these efforts, I play a vital role in shaping and reinforcing Riyadh's positive image, fostering connections, and attracting attention to the city's multifaceted offerings on the global stage.

Scan to watch some of the videos from many, which has been developed under my supervision.





The Brand

- Toolkit
 - Logo
 - Overview
 - Clear Space
 - Sizes
 - Signatures
 - Usage
 - Typography
 - Colors
 - Icons
 - Patterns
- Creatives
- Digital
- Touchpoint

RCRC Brand Book

Overview

The main signature of Royal Commission for Riyadh City in the Roman alphabet is composed of a symbol. English and Arabic adaptation are the same.

Our signature depicts the Palm tree and the swords from of the country's flag.

Do not attempt to recreate artwork and always use the master artwork supplied.

I have played a pivotal role in the revitalization of the RCRC brand identity. This includes a redesign of the RCRC logo and the meticulous development of comprehensive brand guidelines. These guidelines extend not only to the corporate realm but also encompass a strategic approach for social media and internal announcements. By ensuring a cohesive and impactful visual identity across various platforms, I've contributed to enhancing the recognition and resonance of RCRC's brand in both external and internal communications.

The Brand

- Toolkit
 - Logo
 - Typography
 - Primary
 - Secondary
 - Digital
 - Special
 - Colors
 - Icons
 - Patterns
- Creatives
- Digital
- Touchpoint

RCRC Brand Book

Primary
English

Oswald is the primary English typeface for RCRC from the Google fonthouse. It's mainly used for Headings and Sub-Headings.

Download Here

Oswald

Letters
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*^"(),_+={}><»</p></div>
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</div>
<div data-bbox="500 312 545 625" data-label="Table-Of-Contents">
<p>The Brand</p>

Toolkit

Logo
Typography
Colors
Icons
Patterns
City Pattern
Najd Pattern

Creatives
Digital
Touchpoint

<p>RCRC Brand Book</p>
</div>
<div data-bbox="545 312 825 625" data-label="Text">
<p>City Pattern</p>
<p>The primary pattern has been formed from buildings of Riyadh city.</p>
<p>The buildings are aligned horizontally which will provide better accessibilities to be used on possible positions.</p>

Prime Green
Desert Gold
Bright Green
Purple
Sky

</div>
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</div>
<div data-bbox="0 625 45 940" data-label="Table-Of-Contents">
<p>The Brand</p>

Toolkit

Logo
Typography
Colors
Icons
Patterns
City Pattern
Najd Pattern

Creatives
Digital
Touchpoint

<p>RCRC Brand Book</p>
</div>
<div data-bbox="45 625 246 940" data-label="Text">
<p>Najd Pattern</p>
<p>The primary pattern has been formed from Najd history to showcase the Salmani Architecture.</p>
<p>The pattern are aligned horizontally and vertically which will provide better accessibilities to be used on possible positions.</p>

Prime Green
Desert Gold
Bright Green
Purple
Sky

</div>
<div data-bbox="246 625 500 940" data-label="Image">

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<div data-bbox="945 915 980 965" data-label="Image">

</div>



Since 2021, I have been instrumental in crafting distinctive identities for the Royal Commission for Riyadh City (RCRC) and its diverse projects. This includes the strategic development of brand guidelines, ensuring a cohesive and impactful visual representation across the board.

In addition to shaping identities, I have designed and implemented a new website for RCRC, aligning it with modern design principles and user-friendly functionalities. This extends to various other projects under RCRC, where my creative input aims to enhance the digital presence and overall brand experience. Through these efforts, I contribute to reinforcing RCRC's image as a forward-thinking and innovative entity.



RED SEA GLOBAL JOURNEY

IDENTITY

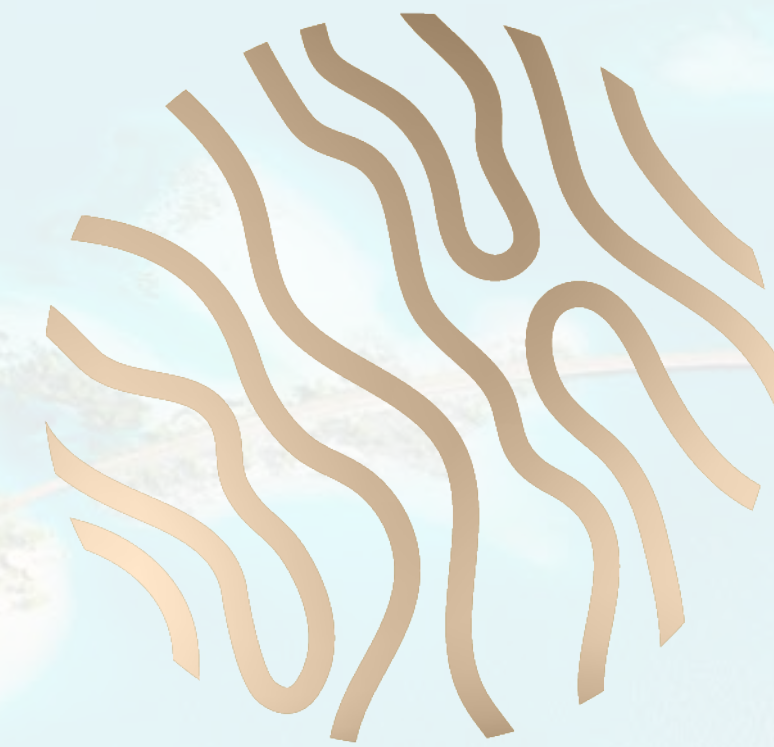
CAMPAIGN

PROJECTS

VIDEOS

During my tenure at Red Sea Global from 2017 to 2021 as a Creative Manager, I played a pivotal role in establishing the initial brand identity and guidelines. I also led the creation of the in-house creative team within the company. In addition, I spearheaded various marketing campaigns and creatives dedicated to promoting the Red Sea, showcasing its unique offerings. Moreover, I contributed to developing UI/UX designs to ensure an immersive and visually appealing digital experience. My efforts aimed to elevate the brand presence of the Red Sea, blending creativity and strategic design to captivate audiences and promote this iconic destination.

Scan to watch some of the videos from many, which has been developed under my supervision.



Red Sea Global



The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Logo Typography Colors Icons Pattern Photography

Colors

Primary Colors
Secondary Colors
Monochrome

The primary colors of TRSDC usage on the main signature. White and Black should also be used as a counterpoint, to create rhythm.

| Gold | Turquoise |
|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| #AE9142 R: 174 G: 145 B: 66 C25 M36 Y79 K10 C C25 M36 Y79 K10 U PMS 10127 M | #00968F R: 0 G: 150 B: 143 C83 M0 Y45 K3 C C83 M0 Y45 K3 U PMS 7716 C |

Arabic Logo:

English Logo:

TRSDC Brand Book Page 32

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Logo Typography Colors Icons Pattern Photography

Colors

Primary Colors
Secondary Colors
Monochrome

TRSDC secondary color palette is inspired by the ebullient nature of the location; the volcanic mountains and their earth-tone colors, and the turquoise and blue sea are part of this inspiration.

It should be used to create hierarchy and give rhythm and flexibility to the identity.

| #007A3E | #8F6528 | #5B4538 | #E8A60F | #139AA9 |
|---------------------------------------------------------------------------|-----------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------|---------------------------------------------------------------------------|
| R: 0 G: 122 B: 62 C50 M41 Y89 K20 C C100 M3 Y100 K0 U PMS 7732 C | R: 191 G: 101 B: 40 C20 M69 Y100 K7 U C20 M69 Y100 K7 U PMS 8944 C | R: 91 G: 69 B: 86 C50 M52 Y71 K44 C C50 M52 Y71 K44 U PMS 8622 C | R: 234 G: 150 B: 15 C5 M46 Y100 K0 U C5 M46 Y100 K0 U PMS 7408 U | R: 19 G: 154 B: 169 C79 M21 Y31 K0 C C79 M21 Y31 K0 U PMS 8243 C |

Text 10%
Text 10%
Text 10%
Text 10%

C = Coated
U = Uncoated
M = Metallic

TRSDC Brand Book Page 33

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Logo Typography Colors Icons Pattern Photography

Icons

Brand Icons
Generic Icons

Icons Inspirations
The icons are inspired from the treasures that make the destination unique.

Island Underwater Nature Culture Volcano

TRSDC Brand Book Page 35

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Logo Typography Colors Icons Pattern Photography

Icons

Brand Icons
Generic Icons

Line Option
The brand icons can be used to describe the five treasures of the destination.

This line option has been designed using two tone colors; primary gold for stroke and secondary colors for the inside illustrations, which represents the five treasures in the site.

Colors
Stroke
■ ■ ■ ■ ■

Fill Option
Another option is to have the icons filled with solid color using the primary gold and turquoise color.

Colors
■ 100%
■ 100%

TRSDC Brand Book Page 36

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Goal Performance

Performance

We Started With Us
The Red Sea Development Company ambition is to set pioneering standards to achieve our goals of environmental and sustainability and make a truly eco-friendly environment at our offices.

The Red Sea Development Company introduced the 'Turtle' as the symbol of 100% sustainability.

Sustainable symbol uses in all recycled and eco-friendly materials. We are aiming to produce 100% sustainable: recyclable material with vegetable oil ink.

It Starts... with a turtle

TRSDC Brand Book Page 44

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Layout Collaterals Events

Layout

Magazine Ad Mockup

Flyer
Brochure

TRSDC Brand Book Page 48

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Layout Collaterals Events

Layout

Advertorial
Flyer
Brochure

Cards Size
W: 14.5 x H: 21cm

Icon Size
W: 3 x H: 3cm

Title
Font: PlayFair (Reg.)
Size: 94 pt

Body Text
Font: OpenSans (Reg.)
Size: 9 pt
Leading: 13 pt

Corals Islands Nature
Culture Volcanoes

TRSDC Brand Book Page 51

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Layout Collaterals Events

Collaterals

Business Card
Letterhead
Envelopes
Folders
Notepad
ID Card
Mug
T-Shirt
Calendar
Welcome Kit

Stationary Mockup

TRSDC Brand Book Page 64

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Internal External

External

Site Navigation Sign
Demarcation Sign
Safety Record Sign
Crane Signage
Flag Poles Sign
Construction Uniform
Car Parking Sticker
Vehicle Branding

Construction Signage Guidelines
The purpose of this guidelines is to unify the TRSDC corporate brand across all project developments. Achieving consistency and synergy throughout TRSDC signage for all parties involved.

Site Navigation Sign 01
It is constructed using three main components: Identity, Destination and Divider. These components are then attached to two cylindrical supports. These components allow for a combination of layouts, however there are rules that must be adhered to at all times to preserve the integrity of the TRSDC brand and its signage.

UNIC Millimeters

TRSDC Brand Book Page 84

The Brand **Toolkit** Sustainability Creatives Signage Touchpoint Assets

Layout Collaterals Events

Events

Booth
Stand Sample
Stand Dressing

Logo
The logo should always be placed in a clear visible space so viewers and visitors can easily notice it.

Minimum logo size: 50cm

Images
There must be a good clear space for branding to add images in big scales.

Video
The screen should play HD quality videos in big scales for viewers and visitors to watch even from far distance.

Minimum video size: 1920 x 1080 px

Video Formats
MP4
MOV

Colors
■ ■ ■

Sample Design 01

Sample Design 02

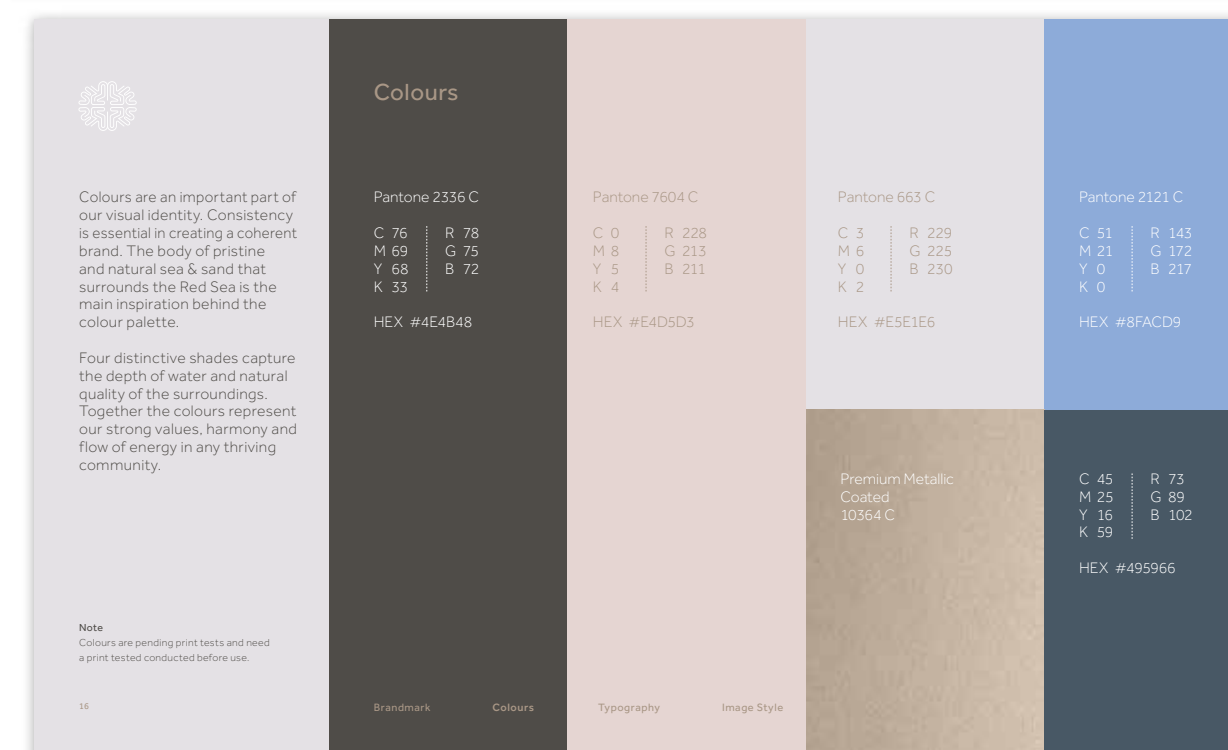
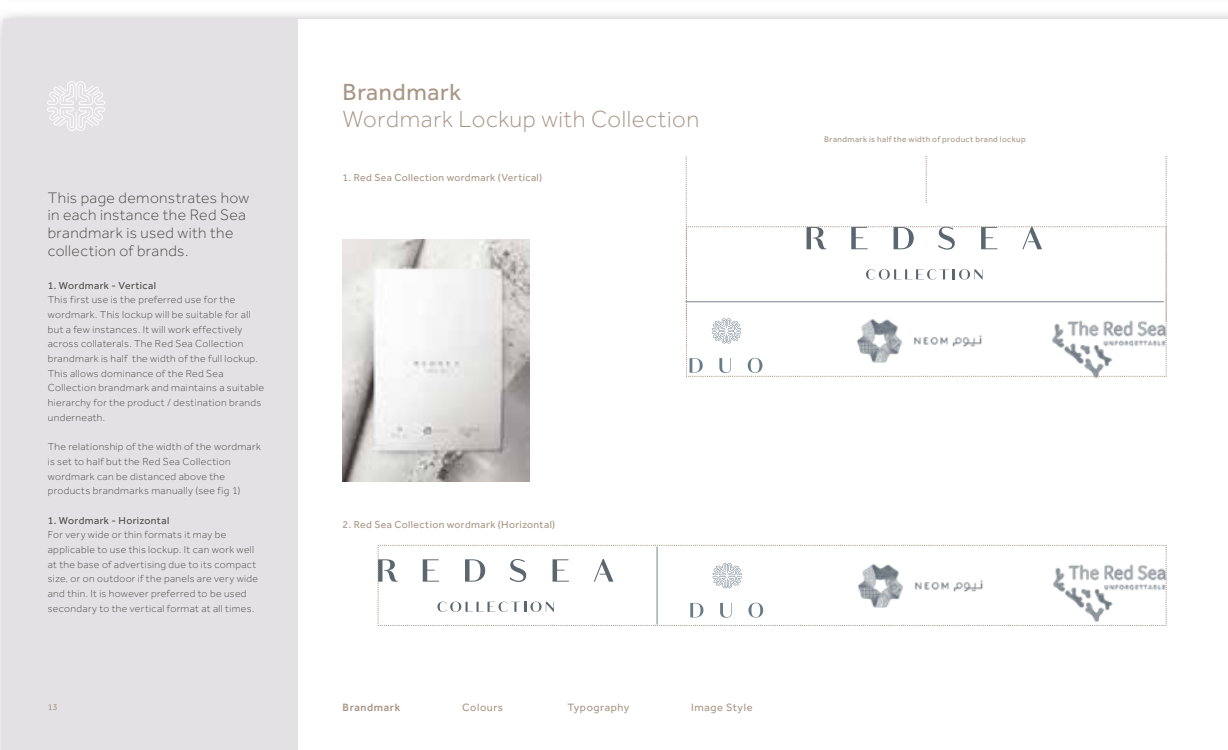
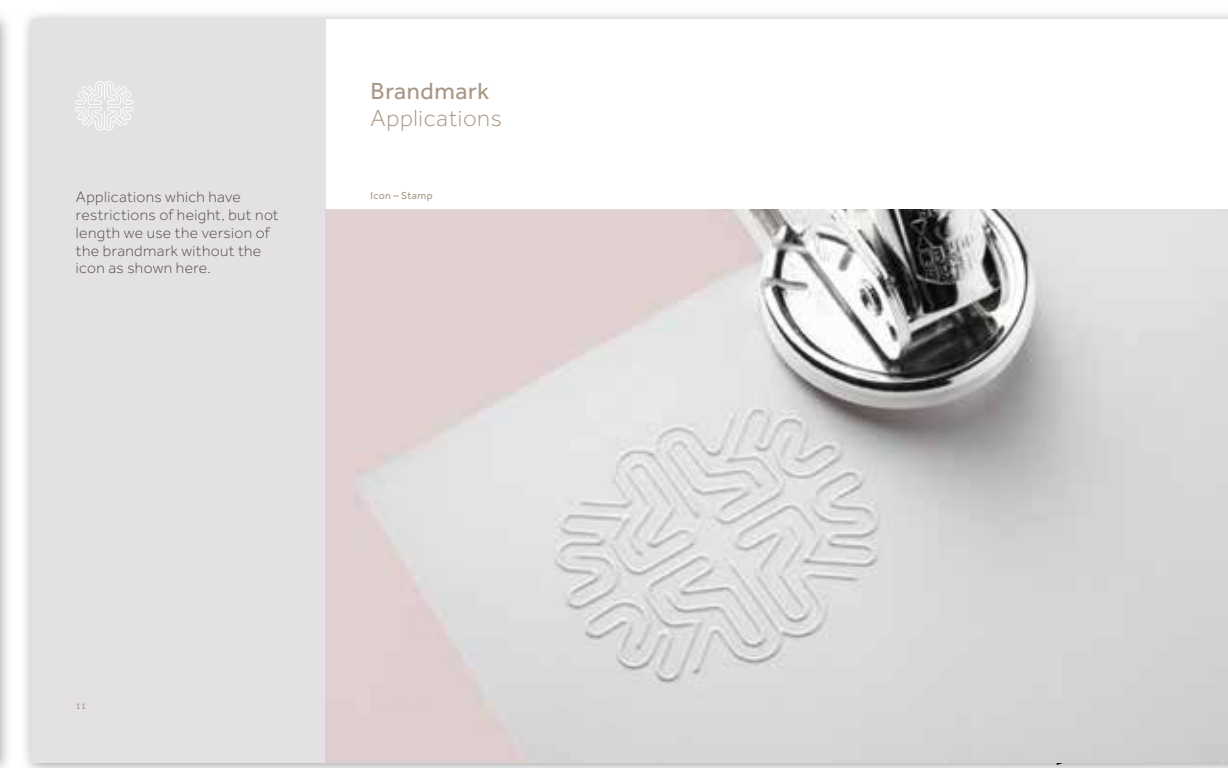
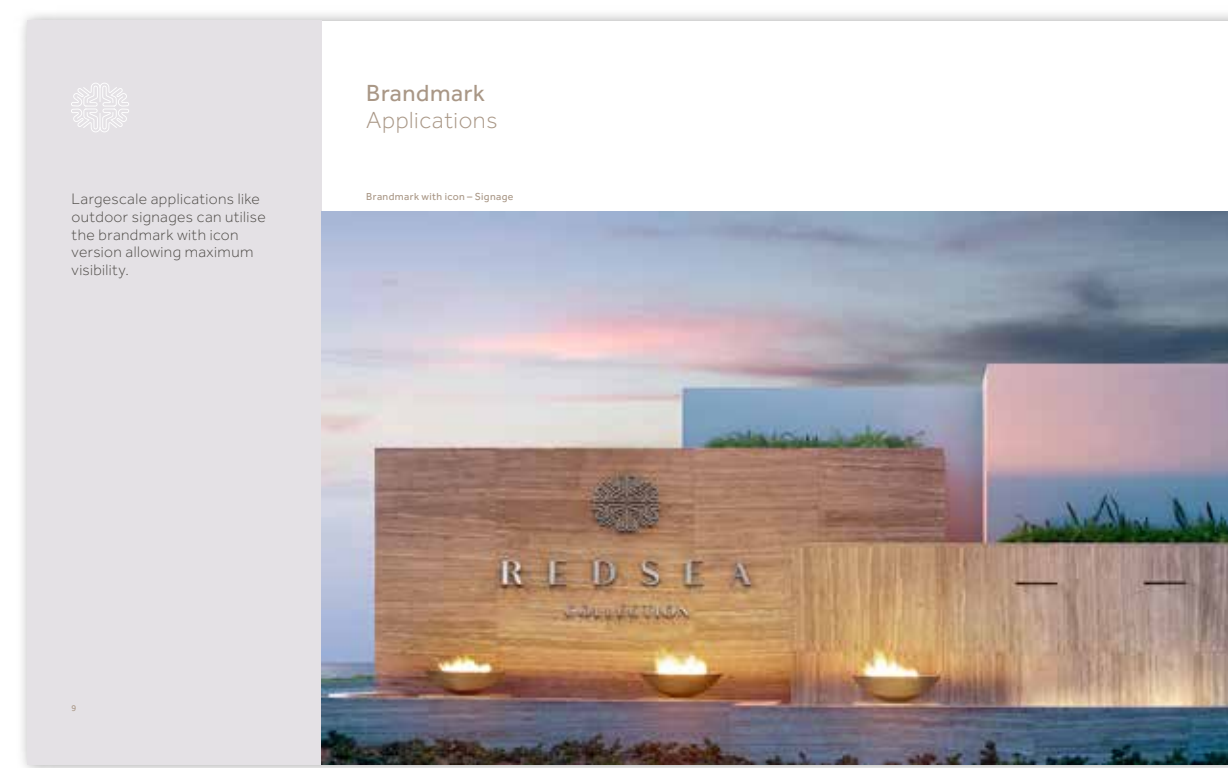
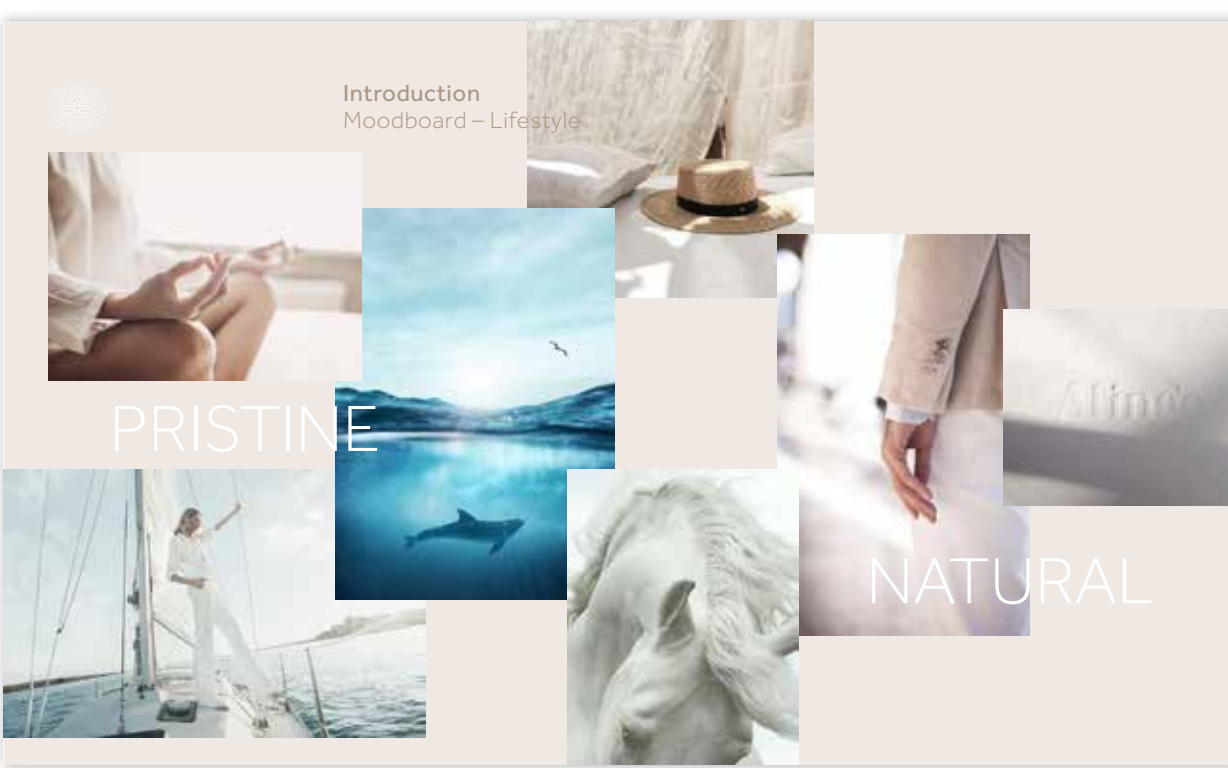
TRSDC Brand Book Page 74

In 2018, I spearheaded the in-house development of the brand for The Red Sea Development Company, creating a distinct visual identity that aligns with its vision and values. This encompassed the design of a unique logo, color schemes, and typography, along with the formulation of comprehensive brand guidelines. The guidelines serve as a strategic framework, ensuring a consistent and impactful brand representation across all communication channels.



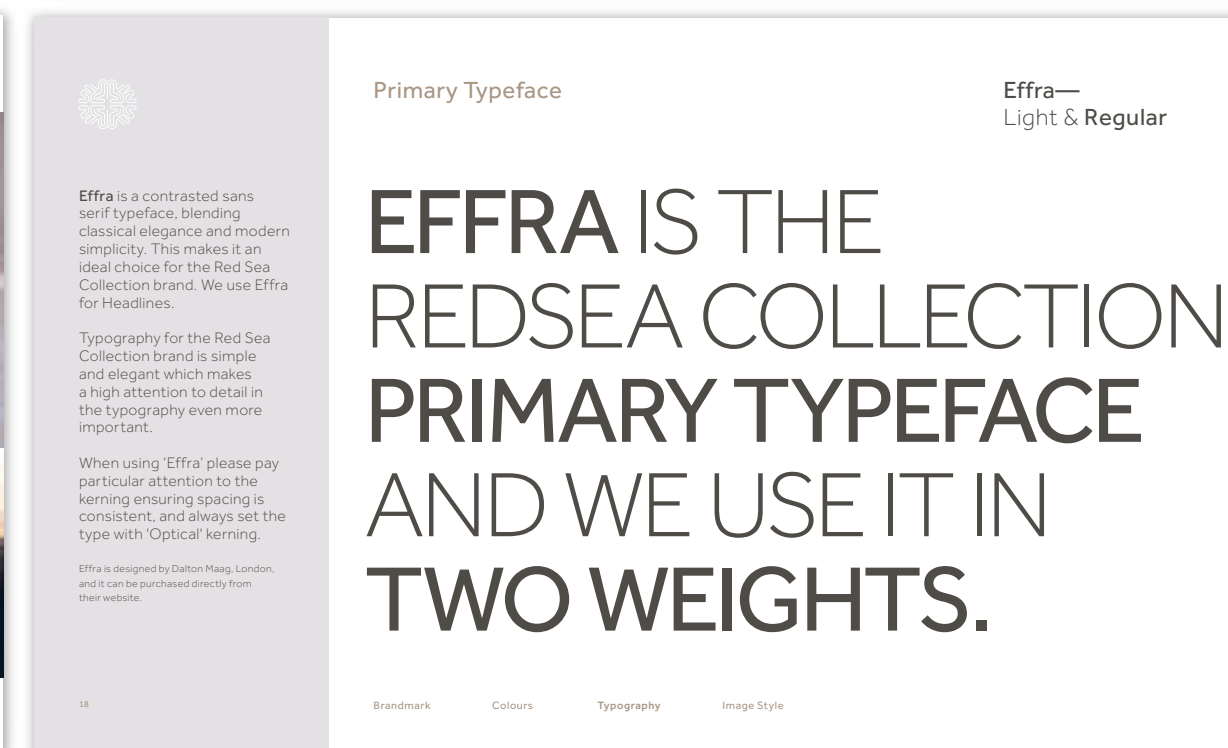
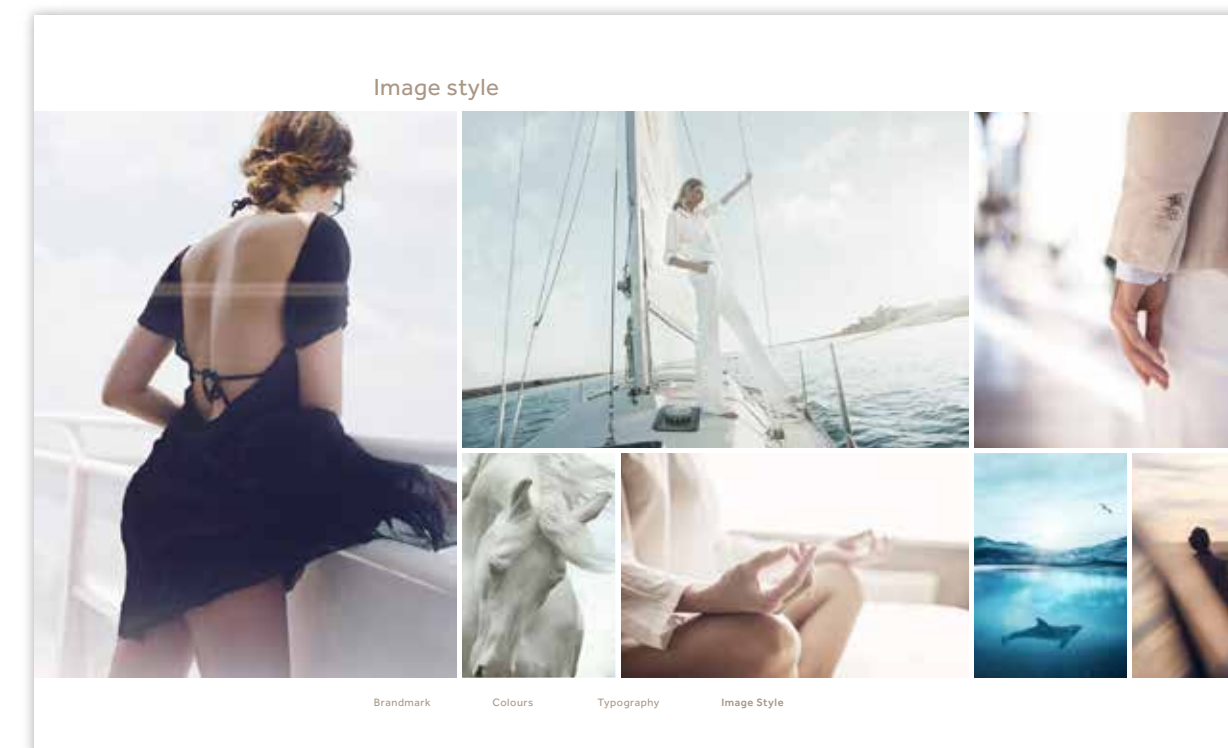
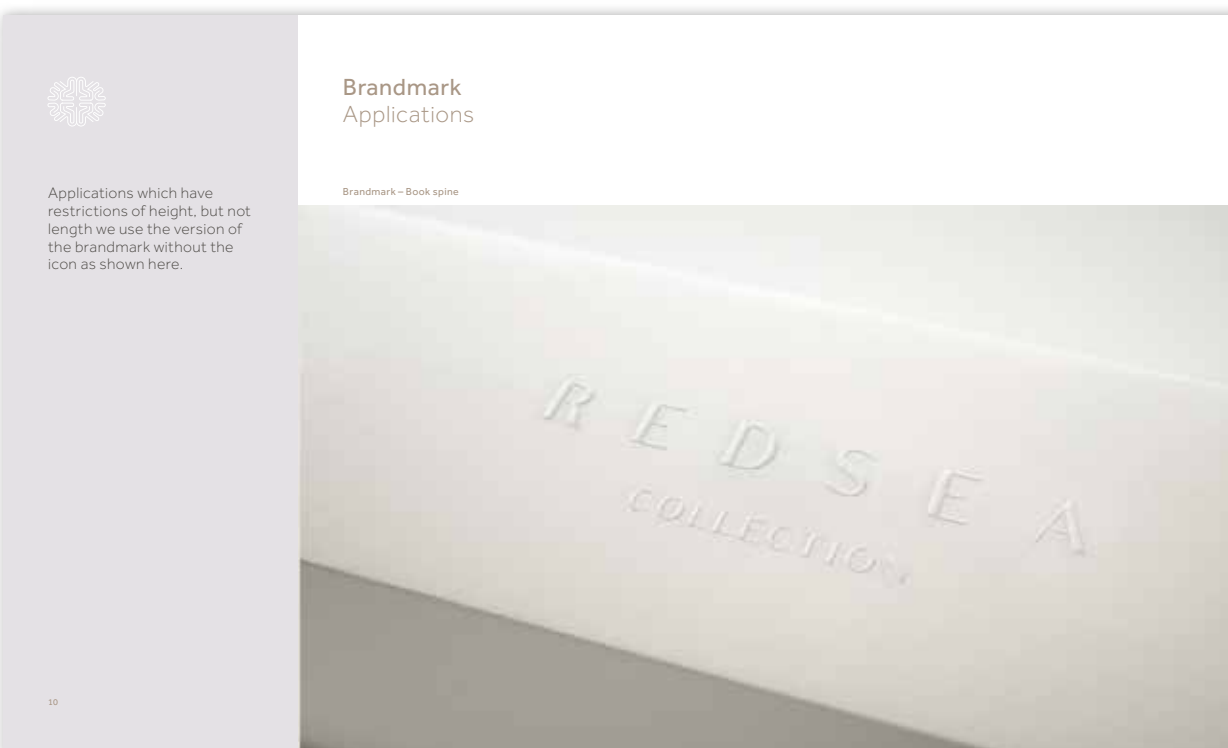
REDSEA COLLECTION

Brand Guidelines v1.0



Delving into the in-house development of Red Sea Collections' brand, our creative team aimed for a distinctive visual language that echoes the brand's essence. From logo design to color palettes and typography, every element was carefully considered.

The comprehensive brand guidelines serve as a roadmap, outlining the dos and don'ts to maintain a consistent and impactful brand image. This initiative reinforces Red Sea Collections' unique identity, fostering a strong connection with its audience across various touchpoints.





Coral Bloom

HRH Crown Prince Launches Stunning Nature-Inspired Designs for Gateway Island at *The Red Sea Project*

During my role as Creative Manager at Red Sea Global, I spearheaded the development of the marketing campaign for the launch of Coral Bloom, a significant initiative unveiled by His Royal Highness Crown Prince Mohammed Bin Salman. This endeavor involved crafting a compelling campaign strategy that not only celebrated the launch but also effectively communicated the vision and significance of Coral Bloom. Through strategic creativity and attention to detail, I played a key role in ensuring the success of the marketing campaign, contributing to the project's visibility and resonance with the audience.



The Red Sea Development Company | المركز الوطني للتعليم الإلكتروني | National eLearning Center

The National eLearning Center will assist TRSDC in:

- Developing in-house learning content for its staff members
- Creating innovative solutions and eLearning practices
- Cooperate in studies, research and sharing data

114 likes
redseaglobal Learn more about what our partnership with the National eLearning Center will provide from the link in our bio. #LeadingTheWay... more

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redseaglobal | Follow

RED SEA ECOTECTURE
DESIGN COMPETITION FOR A SUSTAINABLE FUTURE

Are you passionate about architectural design?
For Registration

https://www.theredsea.sa/ecotecture

The Red Sea Development Company

The Red Sea Project Milestones

- 31 July 2017**
HRH the crown prince announces the launch of The Red Sea Project
- 27 May 2018**
TRSDC is registered as a closed joint-stock company wholly owned by the PIF. John Pagano appointed as Chief Executive Officer
- 17 Sept 2018**
TRSDC announces Global Advisory Board
- 12 Dec 2018**
TRSDC presents the masterplan to HM King Salman and HRH Mohammed bin Salman
- 22 Jan 2019**
Red Sea Project Master Plan wins seal of approval from the Board of Directors.
- 13 Feb 2019**
TRSDC and KAUST unveil groundbreaking approach to conservation and development planning.
- 31 JULY 2017**
- 27 Feb 2019**
Base Camp kicks off at the Red Sea Project site.
- 31 JULY 2017**

During my tenure as Creative Manager at Red Sea Global, I led the development of comprehensive marketing campaigns and numerous creatives tailored for social media platforms. My role involved conceptualizing and executing visually compelling content, strategically designed to engage and captivate audiences.

Through innovative and impactful social media creatives, I contributed to Red Sea Global's online presence, fostering brand awareness and audience connection across various digital channels.

"The materials we use and the low impact they have ensures that the pristine environment is protected"

"Today, I am excited to present to you the designs for Shiqiyah Island, Coral Bloom," says John Pagano, CEO of TRSDC. "Using inspiration from the incredible flora and fauna found uniquely in Saudi Arabia, these visionary designs demonstrate the Red Sea Development Company's commitment to sustainability and regeneration tourism. These plans will not only protect the untouched landscape but actually enhance what is already there."

"We expect guests to be amazed by what they see when they first arrive at The Red Sea Project, enjoying a truly immersive barefoot luxury experience. The Coral Bloom designs promise to make that vision a reality."

TRSDC is committed to delivering a 30% net conservation benefit by 2030. As part of this, it is creating the world's largest battery storage facility to enable the entire site to be powered by renewable energy 24 hours a day, including the island resorts.

The master plan was informed by an extensive marine spatial planning exercise, which helped identify priority conservation areas. The end result leaves 70% of the islands within the project area untouched, with other islands designated as special conservation zones.

The Red Sea Development Company

WHERE DREAMS TAKE FLIGHT

Click Here

The Red Sea Development Company

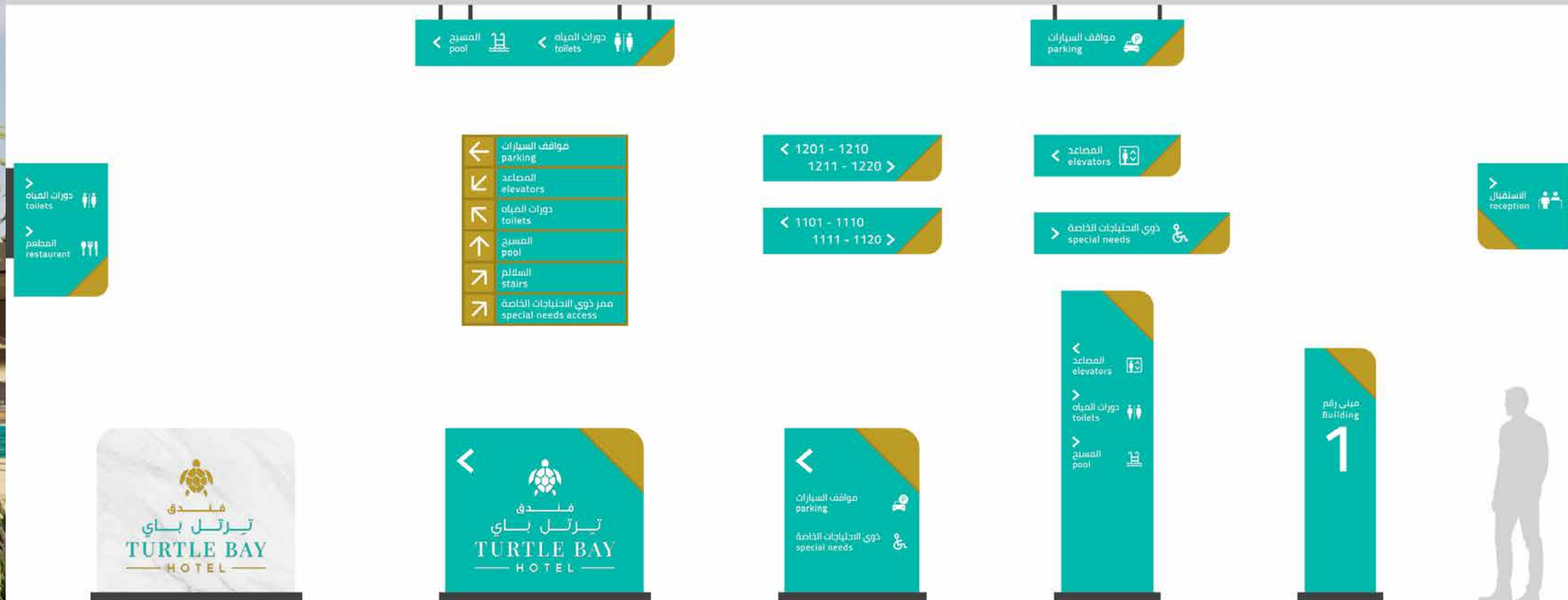
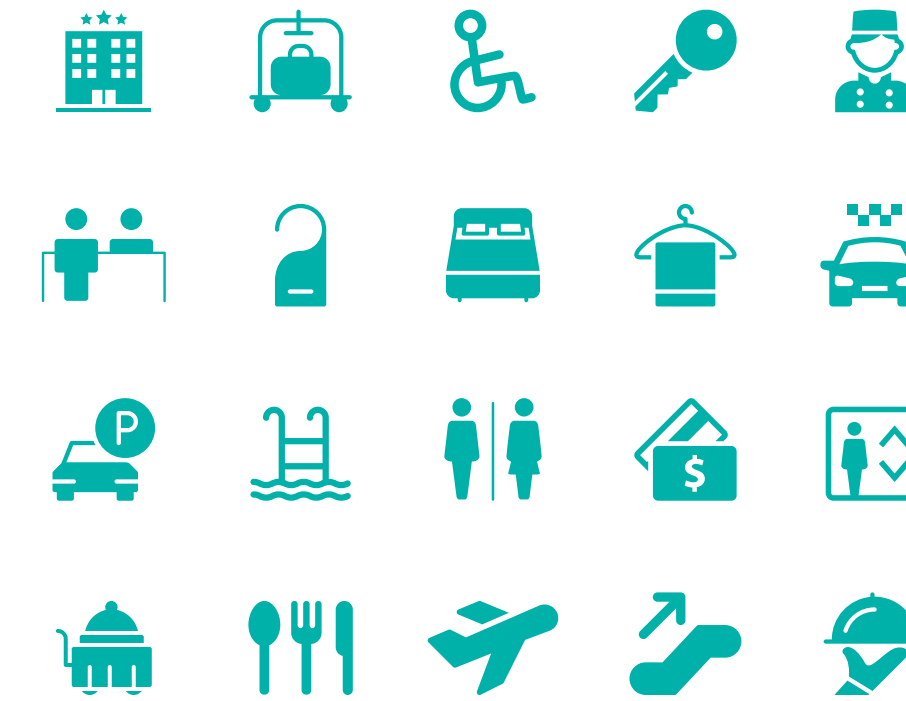
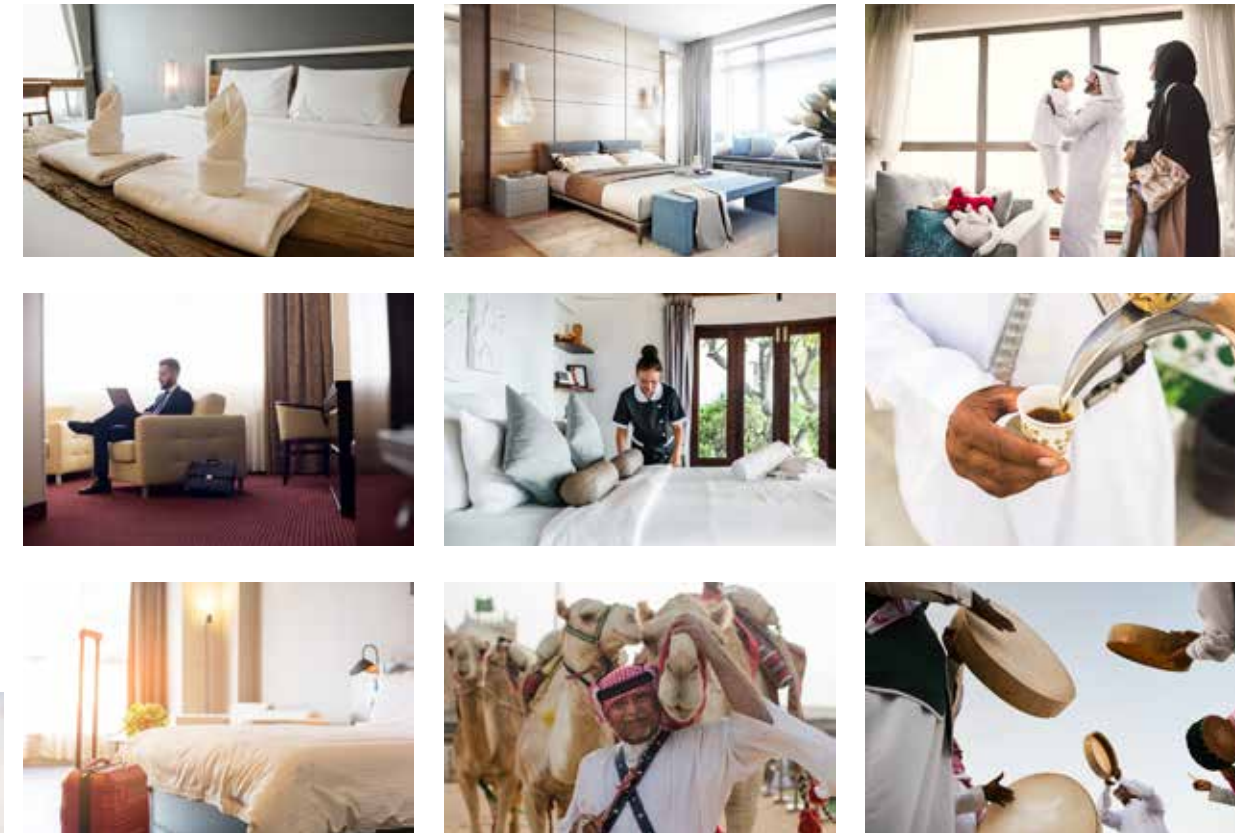
A NEW ULTRA LUXURY DESTINATION

Click Here



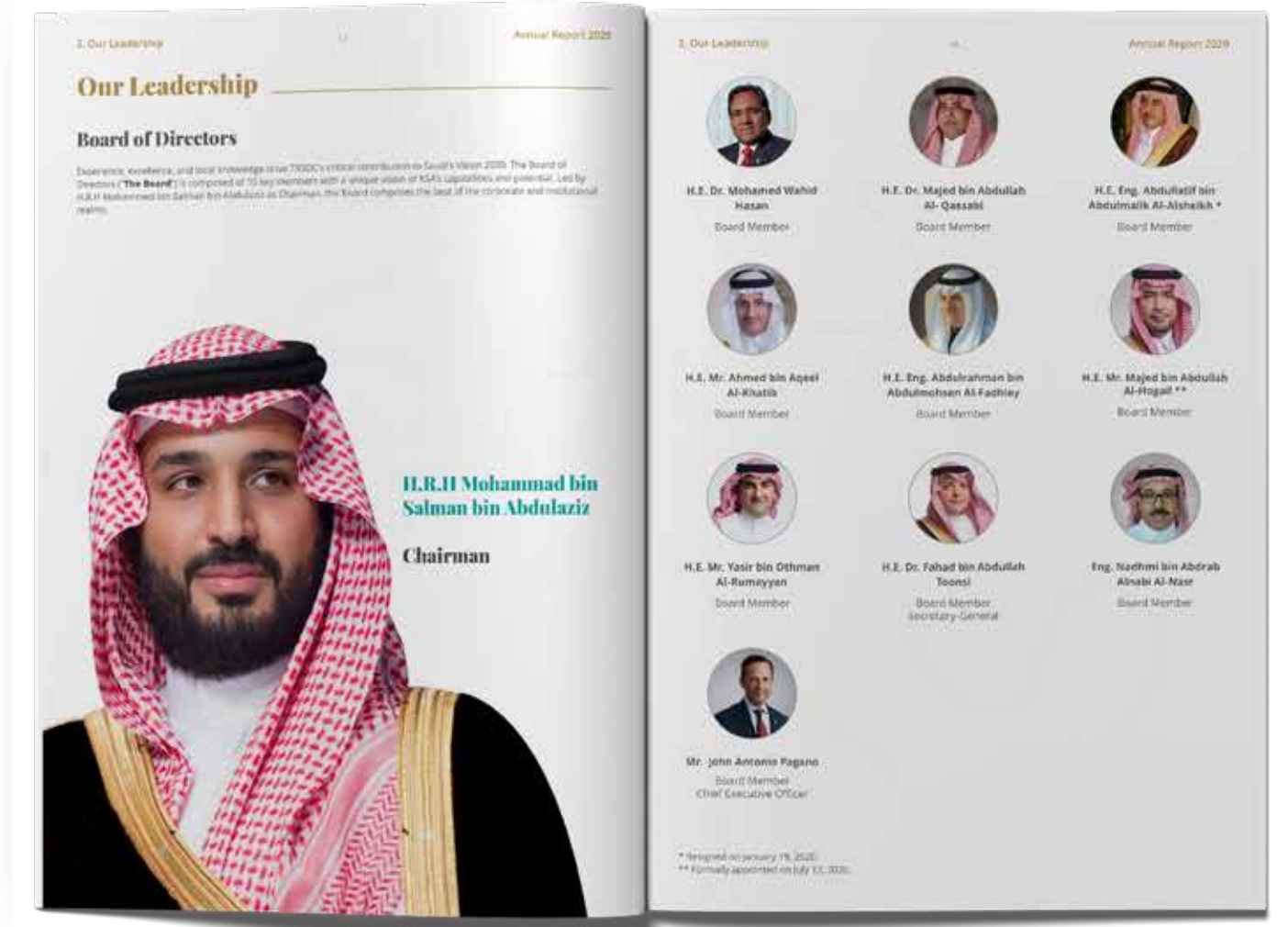
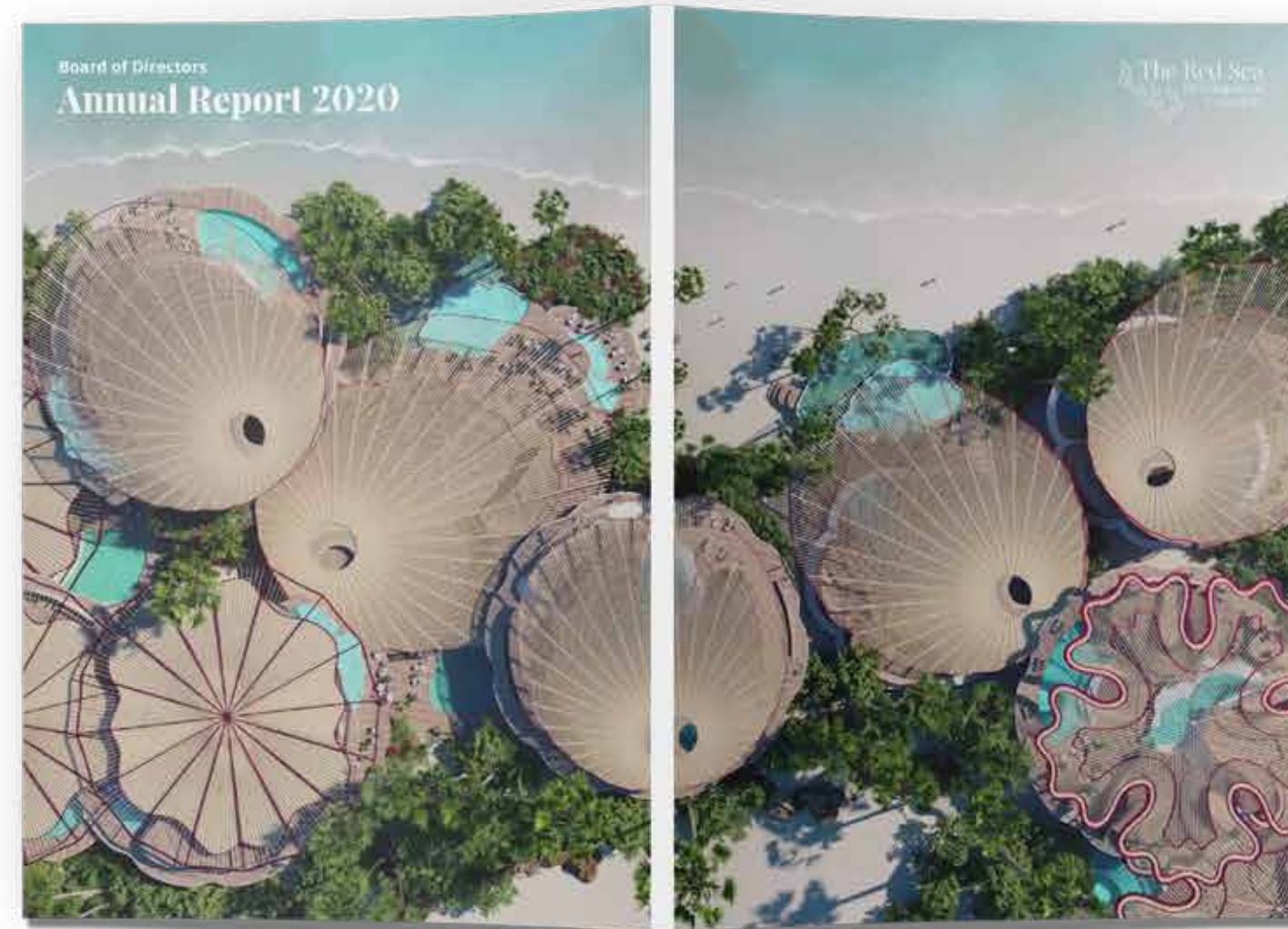


I spearheaded the development of the brand identity for Turtle Bay Hotel, the inaugural hotel at Red Sea Global. This encompassed crafting a distinctive visual identity that encapsulated the essence of the hotel's unique offerings and ambiance. Additionally, I oversaw the creation of all hotel collaterals and signages, ensuring a cohesive and impactful representation of the brand across various touchpoints. Through meticulous attention to detail and creative ingenuity, I played a key role in establishing Turtle Bay Hotel as a standout destination within the Red Sea Global portfolio.





During my tenure at Red Sea Global, I led the development of numerous event stands, each meticulously crafted to showcase the unique offerings and vision of the company. These stands served as impactful platforms to engage with audiences, convey key messages, and promote Red Sea Global's initiatives and projects. Through innovative design and strategic planning, I contributed to creating memorable experiences that left a lasting impression on attendees at various events.



During my tenure at Red Sea Global, one of my key successes was overseeing the development of various artworks and campaigns, particularly annual reports and sustainability reports issued yearly for His Royal Highness Crown Prince Mohammed Bin Salman. These reports were meticulously crafted to reflect the organization's achievements, goals, and commitment to sustainability. Through strategic design and attention to detail, I ensured that these reports effectively communicated the vision and accomplishments of Red Sea Global under the guidance of His Royal Highness Crown Prince Mohammed Bin Salman.





During my time at Red Sea Global, I spearheaded the development of numerous magazine adverts and newspaper artworks. These promotional materials were strategically designed to effectively communicate the company's message and highlight its offerings. Through innovative design concepts and compelling visuals, I ensured that the adverts and artworks captured the attention of the target audience and reinforced the brand's presence in print media. My efforts contributed to enhancing Red Sea Global's visibility and brand recognition in both local and international publications.



NEOM JOURNEY

GUIDELINE **CREATIVES**

At PIF, I collaborated with Neom's team and Landor agency to establish Neom's brand identity and guidelines. This collaborative effort focused on capturing Neom's transformative vision and resulted in a strategic set of guidelines for consistent brand representation.



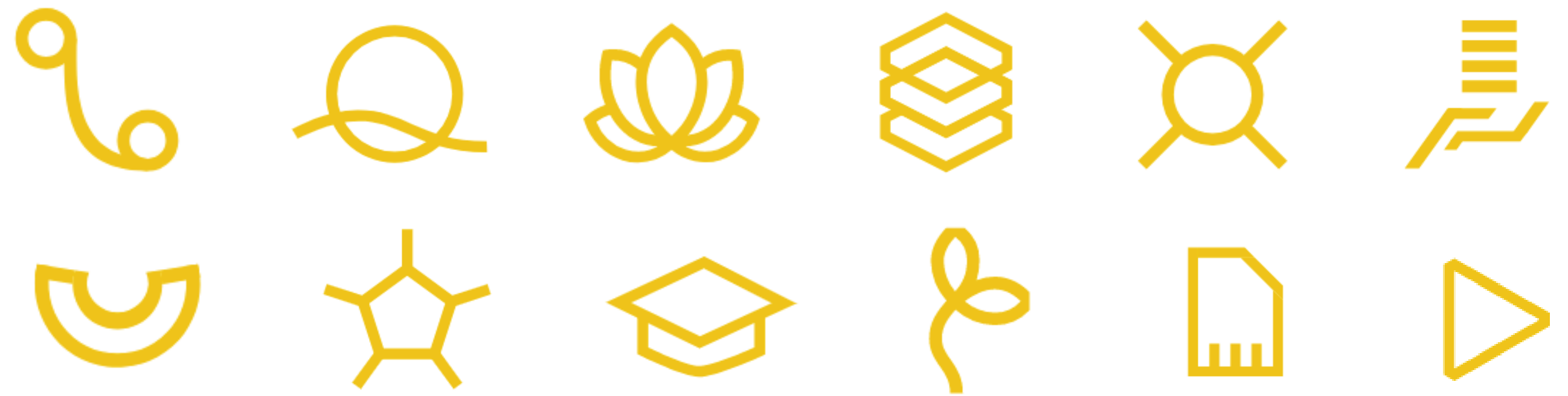
NEOM نيوم
BUILDING A LIVABLE CITY



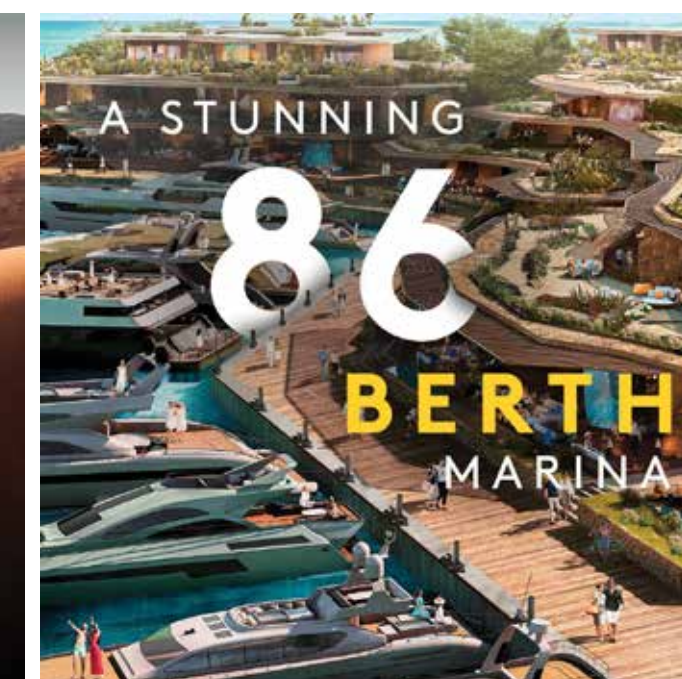
- TECHNOLOGY
- NATURE
- COMMUNITY
- SUSTAINABILITY
- LIVABILITY

نيوم NEOM

Iconography



In collaboration with an agency, I played a key role in the development of NEOM's iconography, contributing my creative insights to craft a visual language that aligns with NEOM's vision. Additionally, I provided valuable support to the core team in conceptualizing and refining the overall design concept for NEOM's logo. Through this collaboration, we aimed to encapsulate NEOM's futuristic and transformative aspirations in a visually compelling and meaningful manner.



SAUDI MADE JOURNEY

IDENTITY

GUIDELINE

Hired by Saudi Export as a Creative Director and Advisor, my primary mission was to establish the Brand Identity for Saudi Made, driven by the creative ingenuity of young Saudi talents. After conducting extensive interviews with over 300 candidates, I meticulously selected the top 9 individuals. Throughout the process, I provided guidance and support to these talented designers, fostering their creative prowess to collaboratively craft the unique and authentic brand identity for Saudi Made.



SAUDI EXPORTS
Saudi Exports Development Authority



**SAUDI
MADE**

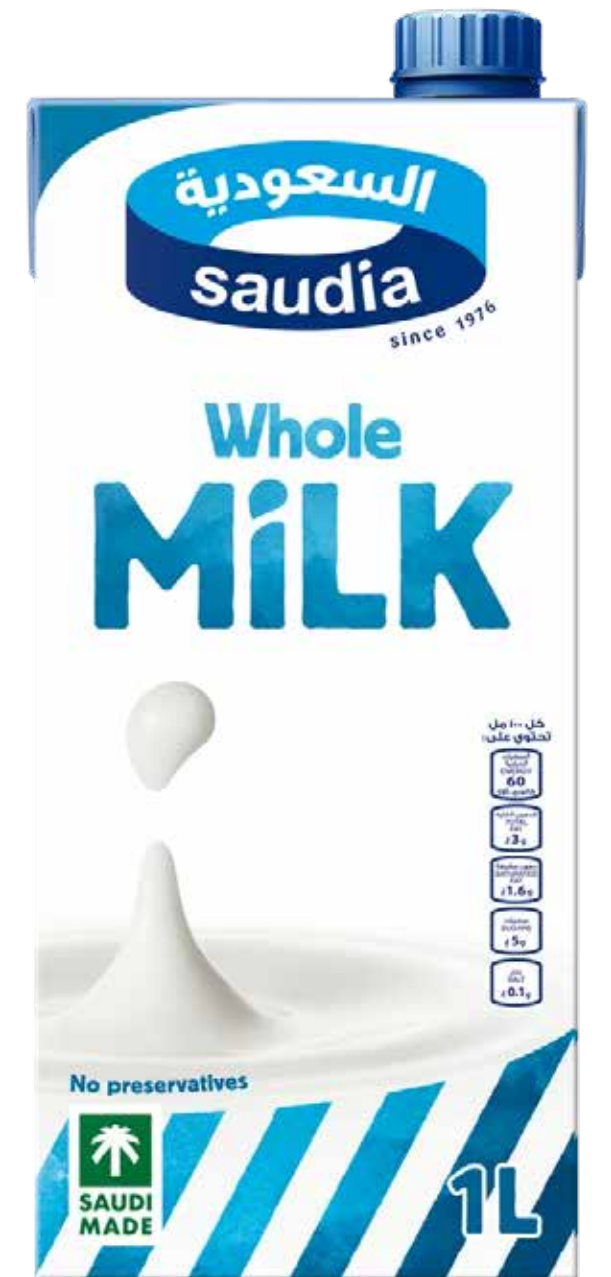


 **SAUDI
MADE**

**صناعة
سعودية** 

In my capacity as Creative Director, I played a pivotal role in shaping the identity of Saudi Made. Collaborating with emerging Saudi talent, I generated multiple design concepts, each aimed at encapsulating the spirit of innovation and excellence synonymous with Saudi-made products. Notably, one of the presented logos received the esteemed approval of His Royal Highness Crown Prince Mohammed Bin Salman, signifying its alignment with the vision and aspirations of the Kingdom. This collaborative effort underscores the commitment to showcasing and celebrating the talent and creativity that defines Saudi Made.

I meticulously crafted and delivered comprehensive brand guidelines to the agency for Saudi Made, ensuring a consistent and impactful visual representation across various platforms. These guidelines encompassed not only the approved logo but also detailed specifications on color schemes, typography, imagery, and other crucial elements.



RAS AL KHAIMAH TOURSIM DEVELOPMENT AUTHORITY JOURNEY

IDENTITY

CAMPAIGN

PROJECTS

VIDEOS

EVENTS

WEBSITE

As Creative Manager at RAKTDA, I spearheaded the transformation of Ras Al Khaimah's brand identity. This involved reshaping all assets, including videos, photography, artworks, website, and applications. Through strategic creativity, we crafted a cohesive visual language that promoted Ras Al Khaimah as a premier tourist destination, elevating its global recognition.

Scan to watch some of the videos from many, which has been developed under my supervision.



In 2015, I had the privilege of being part of the team as a Creative Manager under the supervision of the Creative Director of Ras Al Khaimah Tourism Development Authority (RAKTDA). The brand was developed by the agency. This transformative endeavor resulted in a brand identity that captured the essence of Ras Al Khaimah's unique offerings and cultural heritage. Our innovative approach and creative vision garnered several prestigious awards worldwide, including recognition for the best rebranding destination and best artworks.

Deeper Authenticity



Ras Al Khaimah Tourism Development Authority © 2016

Hosts: Rolling Landscapes and a Unique Heritage.

Our strength lies in the essence of Ras Al Khaimah - its long standing culture and breathtaking natural sites. Everything Ras Al Khaimah has to offer, from the highest mountain peak, to the depths of the sea and everywhere in between, is a host to its guests. World-class projects, museums brimming with history and a rich local cuisine, all play a key part in making Ras Al Khaimah the ideal destination for a wide range of travellers.

Guests: Culture Explorers and Adventure Seekers.

Travellers come in all shapes and sizes. Our guests crave a genuine experience. They may be on individual journeys of self-discovery, or searching for excitement, or they may be looking to get away and explore somewhere new. From Ras Al Khaimah's shores to its mountains, its food to its hospitality, it embraces those on the lookout for the next big adrenaline rush, as well as those who yearn to discover subtle cultural nuances and authentic experiences.

Ras Al Khaimah Tourism Development Authority © 2016

In certain occasions, the Ras Al Khaimah Destination brand must co-exist with other brands, either as endorsements or co-branding. Below are two options to cover different scenarios.



Ras Al Khaimah Tourism Development Authority © 2016

2. The Brand

2.1 - Inspiration

The Ras Al Khaimah emblem is a representation of the Emirate's most iconic landmark: the watch tower. This symbol of heritage, rendered in a contemporary graphic style, is immediately recognizable and aims to create an instant and lasting connection between the brand and our audience, all while paying homage to Ras Al Khaimah's enduring history in the region.

The logotype uses a modern take on Arabic calligraphy to convey cultural heritage, traditional values and Arabic personality.



Ras Al Khaimah Tourism Development Authority © 2016

4. Collateral Design

4b.4 - Online Banners

Due to the small space available in digital banners, the clear-space can be reduced to "X".



Skyscraper 160x600 px



Leader Board 728x90 px



Leader Board 728x90 px



Web Banner 300x250 px



Web Banner 300x250 px

Ras Al Khaimah Tourism Development Authority © 2016

Ras Al Khaimah Brand Guidelines

February 2016

3. Graphic Language

3.1 - Design Concept

The graphic language symbolizes the solid structure of the watch tower, and the flow found in traditional calligraphy inspires the English and Arabic typography of the logo word mark.



Ras Al Khaimah Tourism Development Authority © 2016

3. Graphic Language

3.3 - Graphic Device Usage

Both graphic devices, whether line or pattern, can be reproduced in future designs at different sizes using tones of the main colour palette. This can be the base of creative executions that utilize special printing production techniques such as embossing, UV varnishing, foiling, etc.



When using the design as one line, it must always appear symmetric and bleed from the sides.

When the design is used as a pattern, it must always bleed on four sides.

Special printing effects may be applied to the design. For this, please refer to the colour guide.

Ras Al Khaimah Tourism Development Authority © 2016

3. Graphic Language

3.4 - Design Samples

Below, are some creative examples of how the graphic language elements may be used in different graphic design applications.

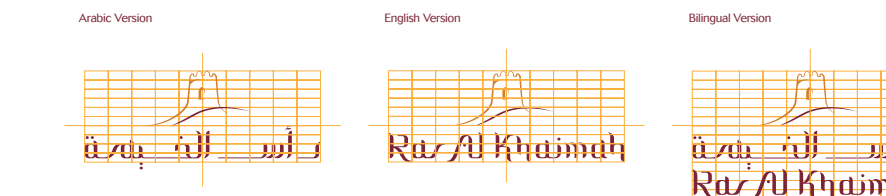


Ras Al Khaimah Tourism Development Authority © 2016

2. The Brand

2.3 - Brand Composition

The brand is composed by stacking the emblem vertically on top of the logotype. Both elements are center-aligned.



Dividing the area that surrounds the English and Arabic brand, ten times vertically and ten times horizontally, a grid is created that helps define the positioning of the logo, as well as balance the proportions of the emblem and logotype.

Dividing the area that surrounds the bilingual brand, ten times vertically and ten times horizontally, a grid is created that helps define the positioning of the logo, as well as balance the proportions of the emblem and logotype.

Ras Al Khaimah Tourism Development Authority © 2016

5. Photographic Style

5.2 - Lighting

A magical light that is uniquely Ras Al Khaimah.

Ras Al Khaimah's photography needs to convey the unique, touching nuances of experiential traveling. Ras Al Khaimah is a destination where stories and memories are woven. Our photography reflects that.

The presence of the light needs to be compelling and bring out feelings of nostalgia and wanderlust in a way both sophisticated and dream-like.



Ras Al Khaimah Tourism Development Authority © 2016





I have developed numerous artworks for magazine features under the supervision of the Creative Director, ensuring visually captivating representations of the subject matter. Additionally, I have taken the lead in conceptualizing and executing campaigns, leveraging creative strategies to effectively communicate key messages and engage the audience. Through these efforts, I strive to deliver impactful visuals and campaigns that leave a lasting impression.



جبل جيس JEBEL JAIS

I am honored to have spearheaded the development of the Jebel Jais identity and the creation of the World's Longest Zipline under the supervision of the Creative Director. I led the designs under his guidance. This groundbreaking achievement has propelled Jebel Jais into the global spotlight, solidifying its position as one of the world's best attractions. The Jebel Jais Identity and Zipline project exemplify our commitment to innovation and excellence, offering visitors an unforgettable experience and contributing to the region's tourism growth and recognition on the international stage.





I am proud to have played a pivotal role in developing the UI/UX for the destination application under the supervision of the Creative Director, leading the designs under his guidance. This application has become one of the most widely used in Ras Al Khaimah. Through user-centric design and intuitive interfaces, we crafted an immersive digital experience that resonates with users and enhances their exploration of the destination. This achievement underscores our commitment to innovation and user satisfaction, contributing to Ras Al Khaimah's prominence as a leading tourist destination.



EXPERIENCE ABU DHABI JOURNEY

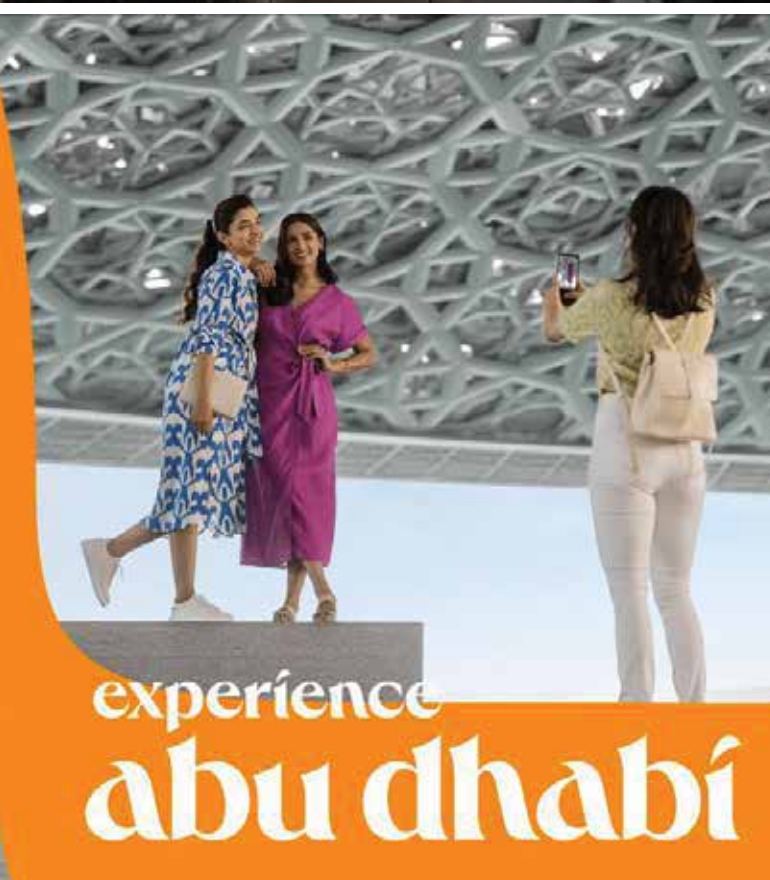
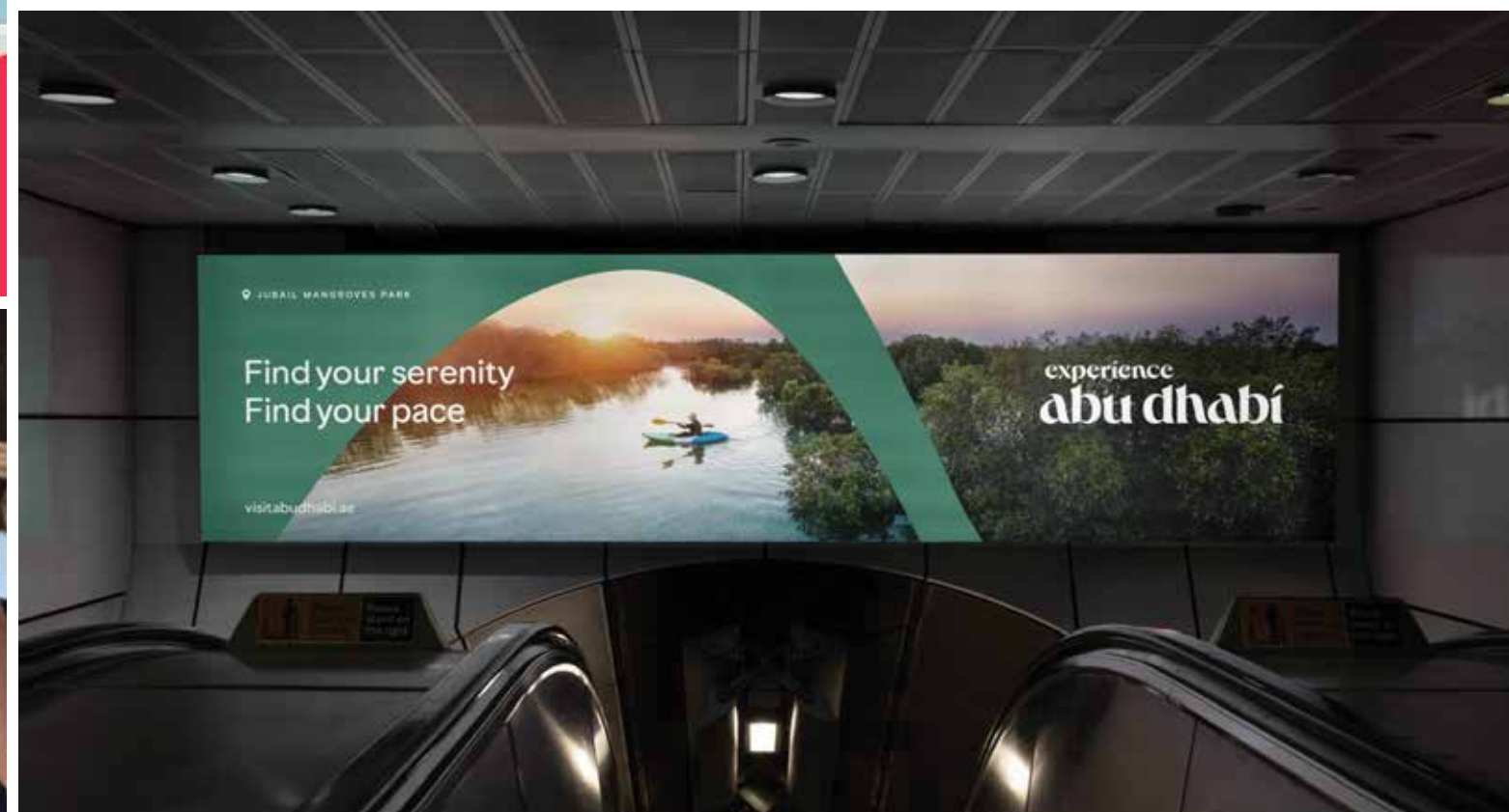
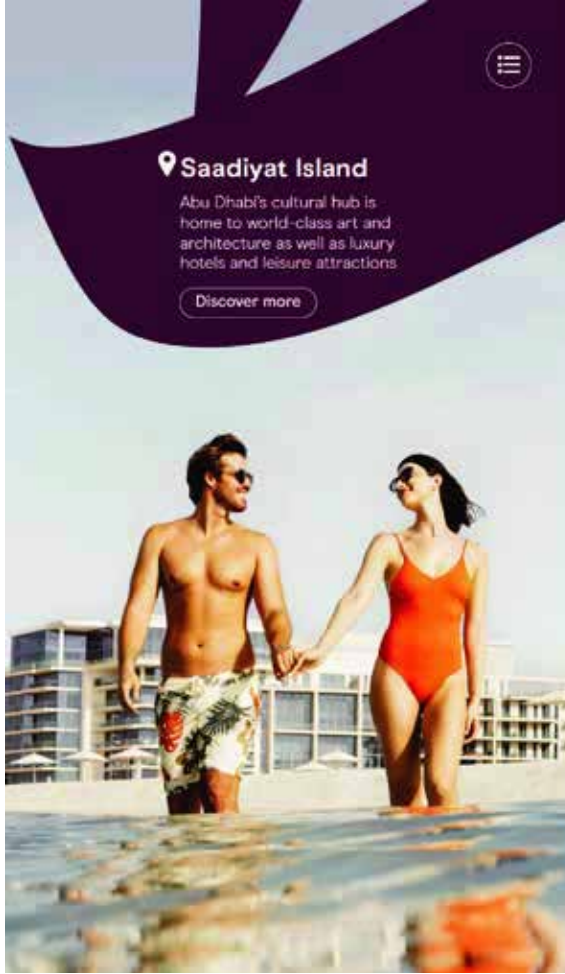
CAMPAIGN

PROJECTS

As a consultant for a leading agency, I served as an Art Director, contributing my expertise to develop impactful marketing campaigns and creatives dedicated to promoting Experience Abu Dhabi. My role involved crafting visually compelling strategies that resonated with diverse audiences, enhancing the destination's brand visibility and appeal. Through a combination of creative ingenuity and strategic planning, I played a key role in showcasing Abu Dhabi's unique experiences to a global audience.

experience
abu dhabi





Teaming up with an agency, I co-created impactful advertisements and a guide for Experience Abu Dhabi, merging creativity with strategy to showcase the destination's unique attractions and experiences.

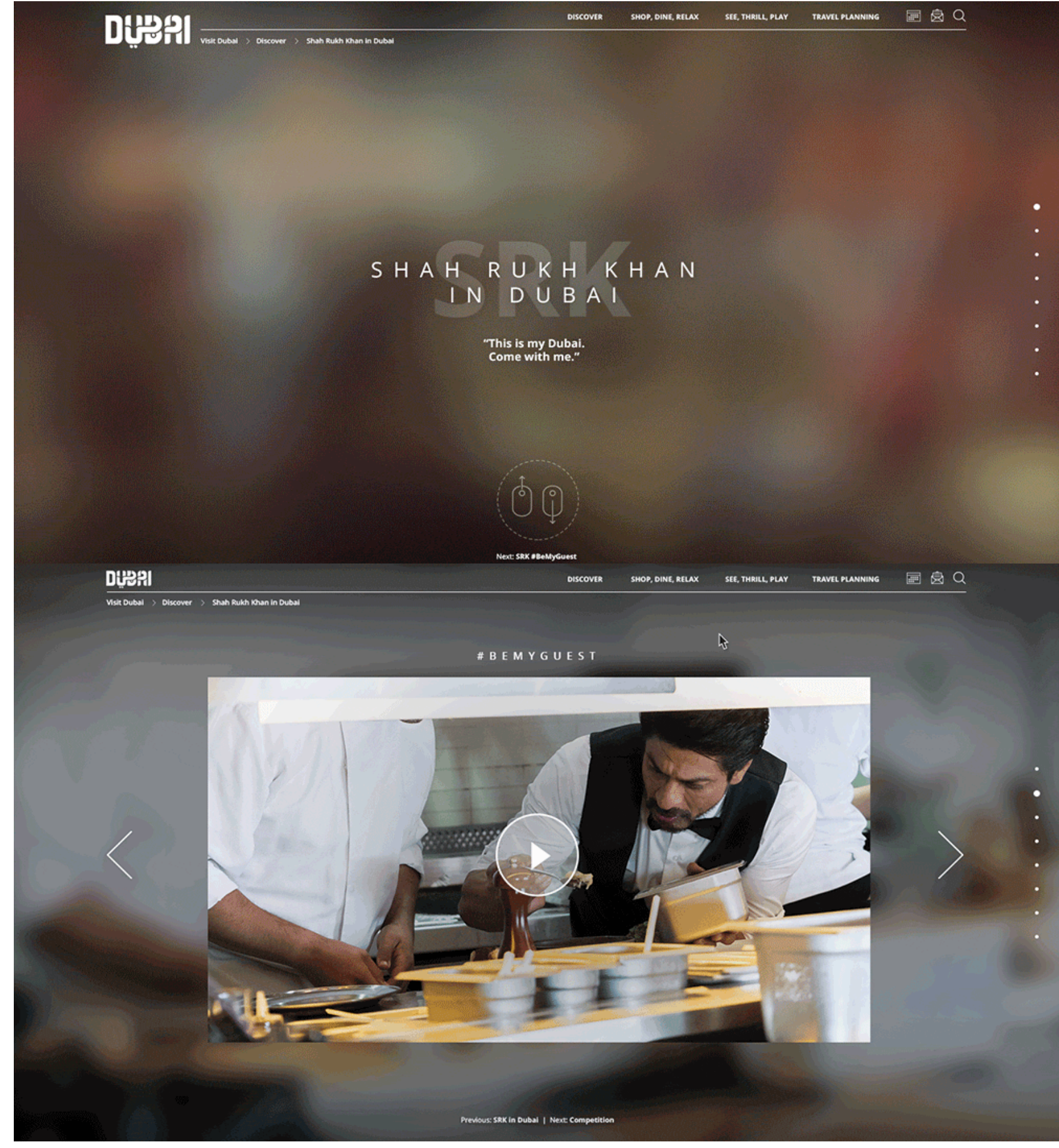
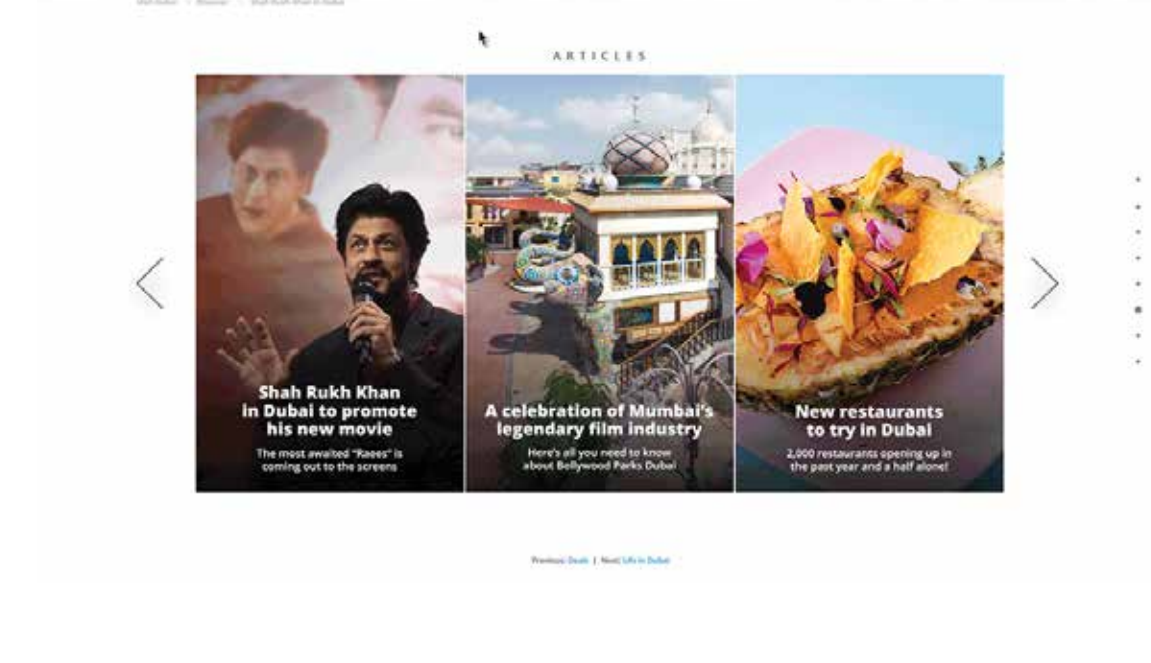
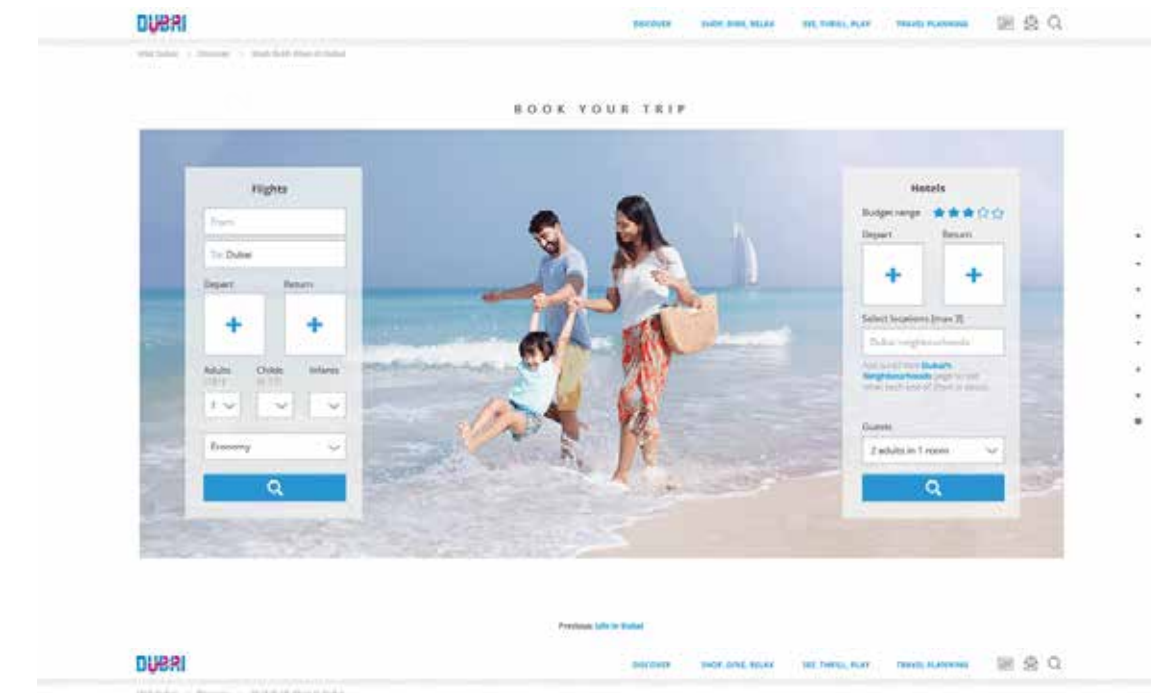
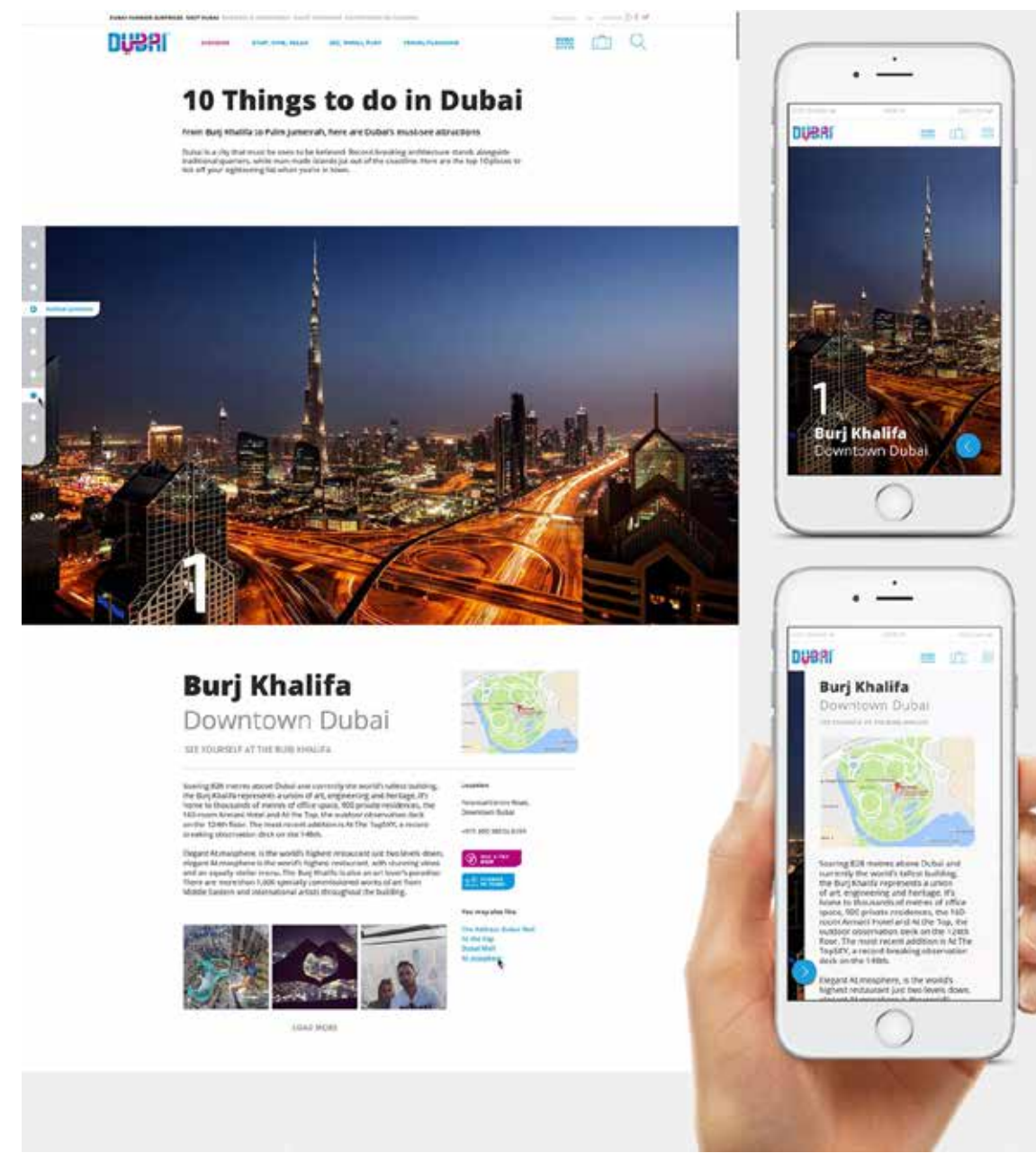


VISIT DUBAI JOURNEY

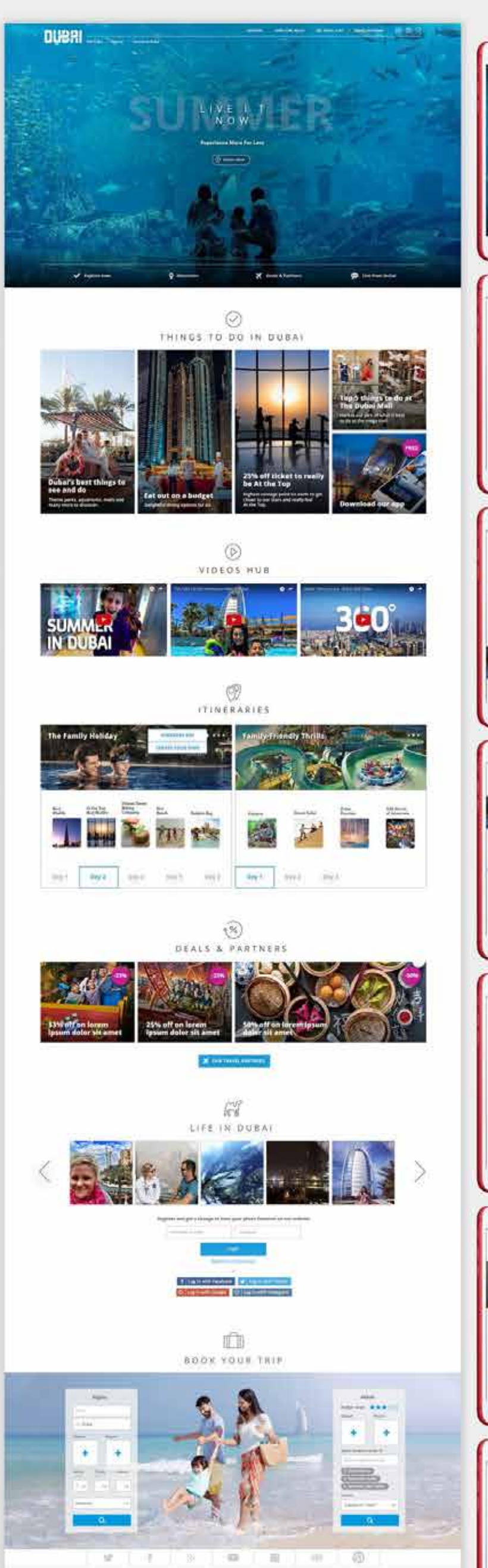
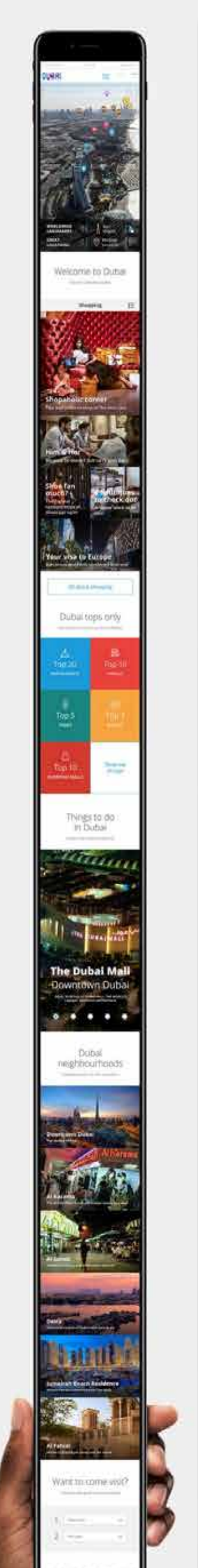
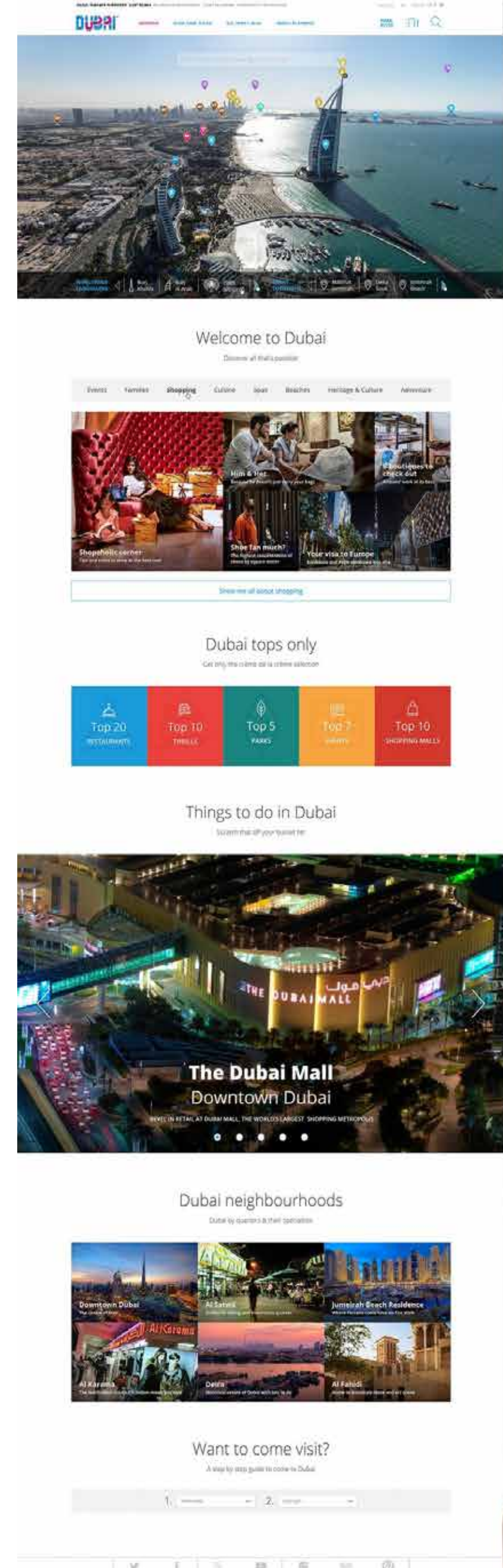
CAMPAIGN PROJECTS

As an Art Director in a prominent agency, I led the development of numerous marketing campaigns and creatives dedicated to promoting Visit Dubai. Additionally, I played a crucial role in crafting the UI/UX designs, ensuring a seamless and visually engaging online experience for visitors exploring the vibrant city. My creative contributions aimed to enhance the appeal of Visit Dubai, making it an enticing destination through compelling visuals and user-friendly digital interfaces.

دبي



I have played a pivotal role in overseeing the art direction for the Visit Dubai Online Portal, ensuring a visually captivating and user-friendly experience for visitors. Additionally, I spearheaded the launch of a marketing campaign in collaboration with Shahrukh Khan to promote Visit Dubai. This strategic partnership aimed to leverage Shahrukh Khan's global appeal to enhance the visibility of Dubai as a premier travel destination, creating a compelling narrative that resonates with a diverse and international audience. Through these initiatives, I have contributed to elevating the online presence and promotional efforts of Visit Dubai, fostering engagement and interest in the vibrant city.



EMIRATES JOURNEY

CAMPAIGN PROJECTS

During my tenure as an Art Director in a dynamic agency, I spearheaded the conceptualization and execution of numerous marketing campaigns and creatives specifically tailored for the Middle East, USA, and Europe to promote Emirates Airline under the supervision of the Creative Director. Leading the designs and art direction under his guidance, I focused on strategic storytelling and visual appeal to elevate the airline's brand presence and foster a strong connection with audiences in these crucial markets. Through a combination of creativity and market insight, I played a pivotal role in reinforcing Emirates Airline's position as a premier choice for travelers across diverse regions.





Emirates

I have played a central role in devising and executing multiple print and outdoor campaigns for Emirates under the supervision of the Creative Director, leading the designs and art direction under his guidance. My involvement extended beyond conceptualization, as I actively collaborated in the photoshoots for these campaigns, ensuring a seamless alignment between the creative vision and the visual representation. By combining strategic campaign development with hands-on collaboration in the creative process, I aimed to elevate Emirates' brand presence and communicate its unique offerings effectively across various platforms.



IHG JOURNEY

CAMPAIGN

PROJECTS

CREATIVES

In my capacity as a consultant for a reputable agency, I functioned as an Art Director, leading the development of numerous marketing campaigns and creatives tailored for IHG (InterContinental Hotels Group) under the supervision of the Creative Director. Leading the designs and art direction under his guidance, I leveraged strategic creativity to enhance IHG's brand presence and effectively communicate its diverse offerings. My role involved collaborating with the agency's team to conceptualize and execute visually engaging campaigns that resonate with IHG's audience, contributing to the overall success and market positioning of the brand.



InterContinental Hotels Group



EMAAR JOURNEY

CAMPAIGN

PROJECTS

As an Art Director in a leading agency, I played a key role in developing impactful marketing campaigns and creatives to promote Emaar under the supervision of the Creative Director. I led the designs and art direction under his guidance. Leveraging creative strategies and visual storytelling, our campaigns aimed to enhance Emaar's brand presence and communicate its diverse offerings. Through innovative and compelling creatives, I contributed to reinforcing Emaar's position as a distinguished and forward-thinking entity in the real estate and development sector.





In my capacity as a key contributor, I have played an integral role in shaping Emaar's marketing landscape by devising campaigns that transcend traditional boundaries under the supervision of the Creative Director. Leading the designs and art direction under his guidance, I have successfully conceptualized and executed compelling print and outdoor campaigns, each meticulously tailored to showcase Emaar's diverse portfolio of offerings.

Through these collective efforts, I have not only contributed to elevating Emaar's brand image but have also played a key role in bringing the brand's vision to life in tangible, visually striking ways across various advertising channels.

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THANK

YOU

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