



Riyadh | Dubai
London | Lisbon | Paris

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WaqasAminPatel@gmail.com

PORTFOLIO /PROFILE

WORK OVERVIEW

PREPARED BY
WAQAS MOHAMMED AMIN



I AM CREATIVE EDGE_

With over 14 years of rich experience in the private and public sectors of the creative and marketing realms, I proudly serve as a Senior Freelance Creative Director. My journey has been marked by the successful development and implementation of world-class destination and public sector brands across the Middle East and Europe.

Notably, some of my proudest achievements include brand identities that have garnered approval from distinguished figures in the Middle Eastern and European markets.

My passion lies in pushing creative boundaries and crafting brand experiences that resonate deeply with audiences. This commitment makes 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.**

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 IDENTITY

RIYADH EXPO 2030
BRAND CONCEPT

RED SEA GLOBAL
BRAND IDENTITY

RIYADH STRATEGY 2030
BRAND CONCEPT

SAUDI MADE
BRAND IDENTITY

TUWAIQ SCULPTURE
BRAND CONCEPT

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



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
Business Strategy
Brand Identity
Packaging

COMMUNICATION

Market Research
Brand Strategy
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_

LOGOFOLIO





CLIENT N/A
INDUSTRY FMCG | Food & Beverages | Education | Hospitality
SCOPE Brand Identity.



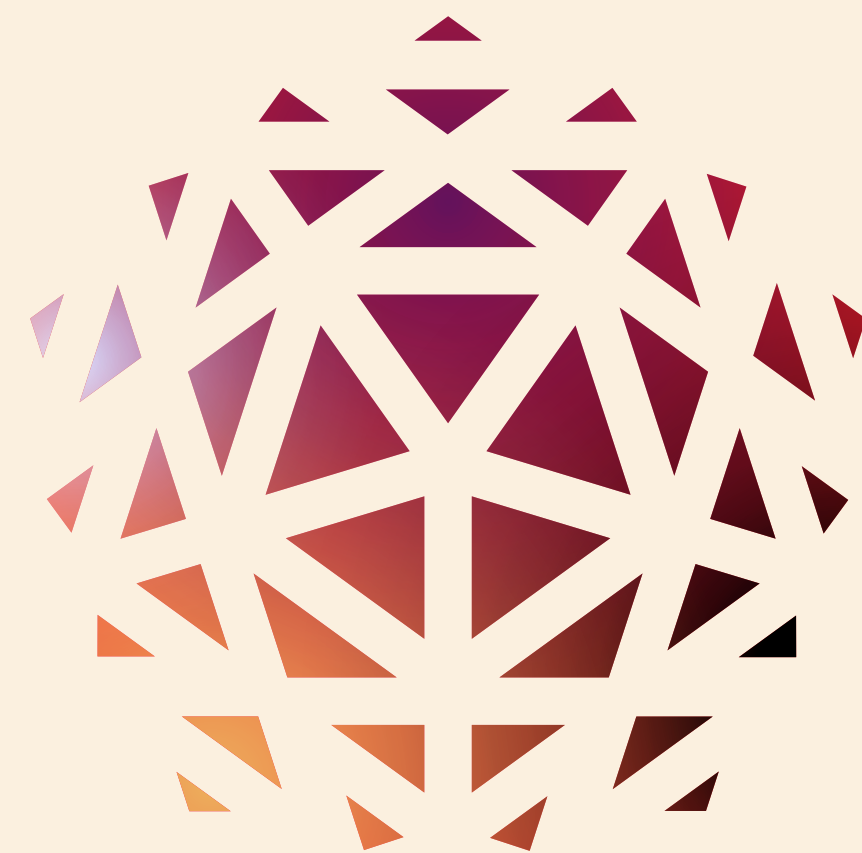


CLIENT N/A
INDUSTRY FMCG | Food & Beverages | Education | Hospitality
SCOPE Brand Identity.



BRAND EXECUTION





B A B M A S R

باب ماسر

LET THE FUTURE IN

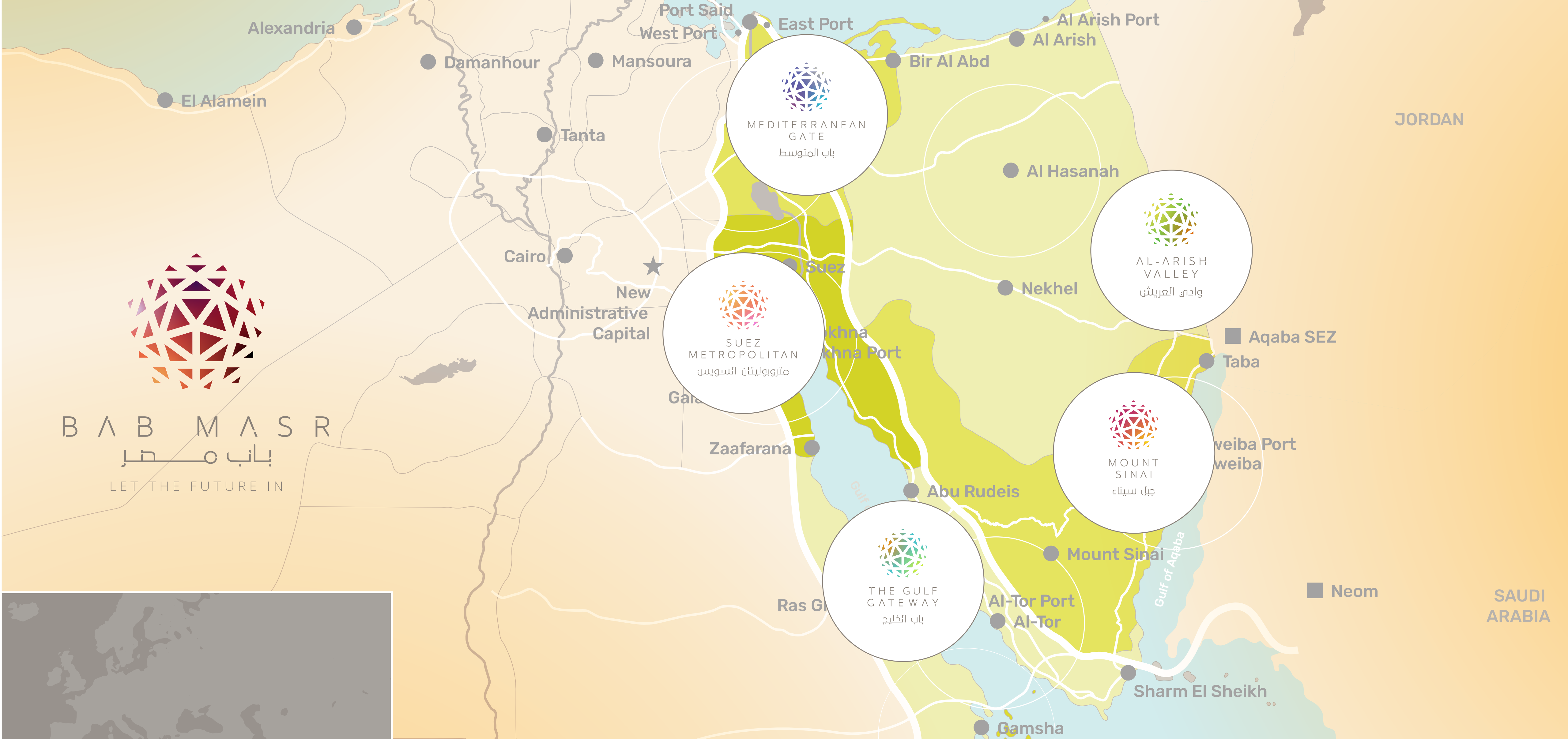
CLIENT EGYPT GOVERNMENT

INDUSTRY Public Sector

SCOPE Positioning | Brand Identity | Look & Feel | Brand Architecture | Storytelling | Infographics | Launch Video.

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CLIENT **EGYPT GOVERNMENT**
INDUSTRY **Public Sector**
SCOPE **Positioning | Brand Identity | Look & Feel | Brand Architecture | Storytelling | Infographics | Launch Video**

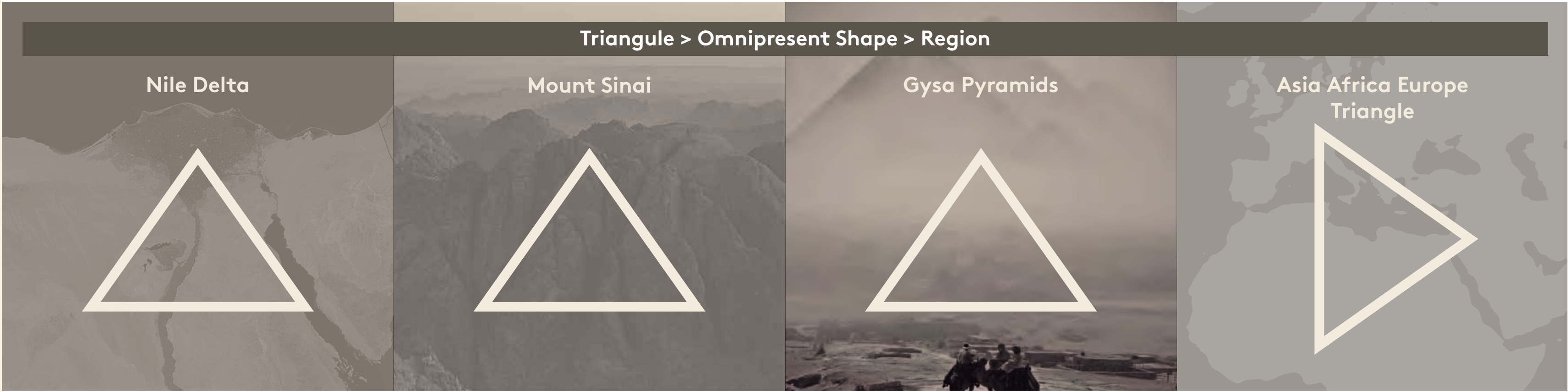
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B A B M A S R باب مَشَر

LET THE FUTURE IN



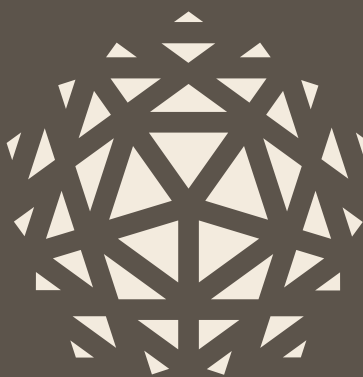
5 Clusters



280 Projects (black Triangles)
Unifying Corridors (white Spaces)



Logotype Symbol



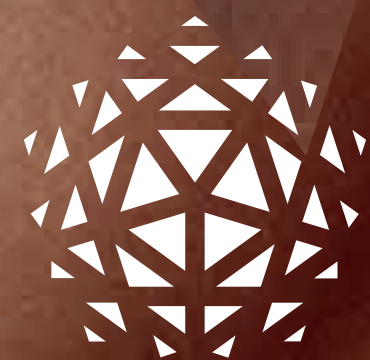
The Arab
Mashrabiya



BRAND TAGLINE

*LET THE FUTURE IN

دع المستقبل يدخل



B A B M A S R
باب مصر

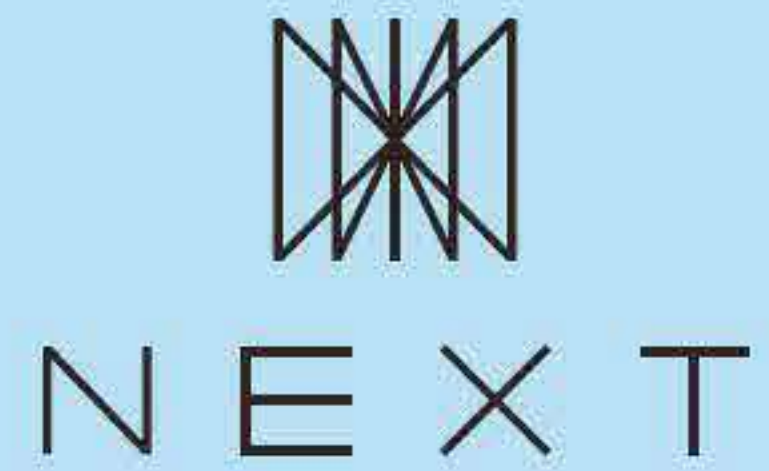
CLIENT EGYPT GOVERNMENT

INDUSTRY Public Sector

SCOPE Positioning | Brand Identity | Look & Feel | Brand Architecture | Storytelling | Infographics | Launch Video.

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Connected Atlantic Hotel

—
SAVOY *signature*

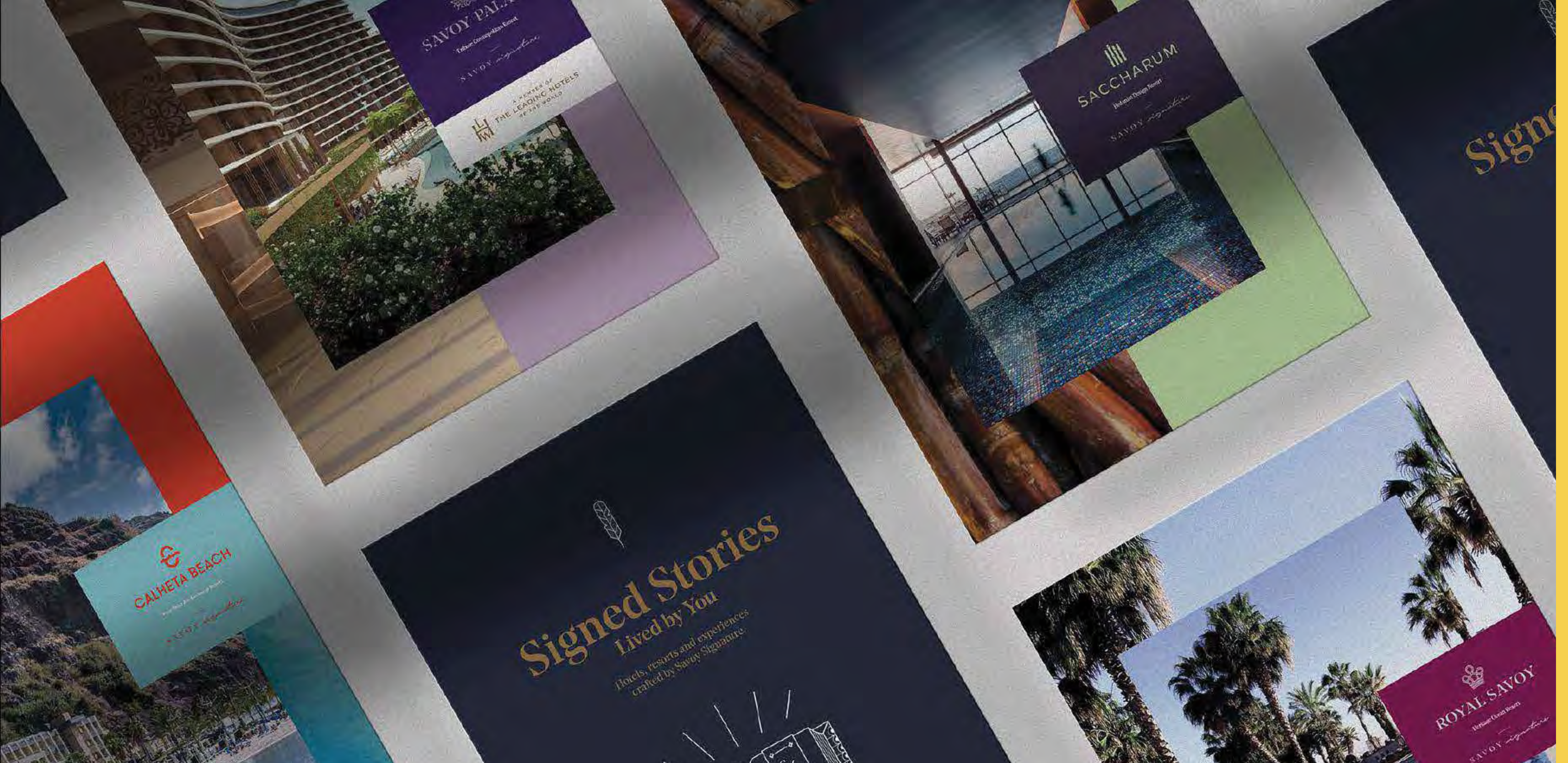
CLIENT SAVOY HOTELS & RESORTS
INDUSTRY Hospitality
SCOPE Brand Identity | Look & Feel | Hotel Collaterals.





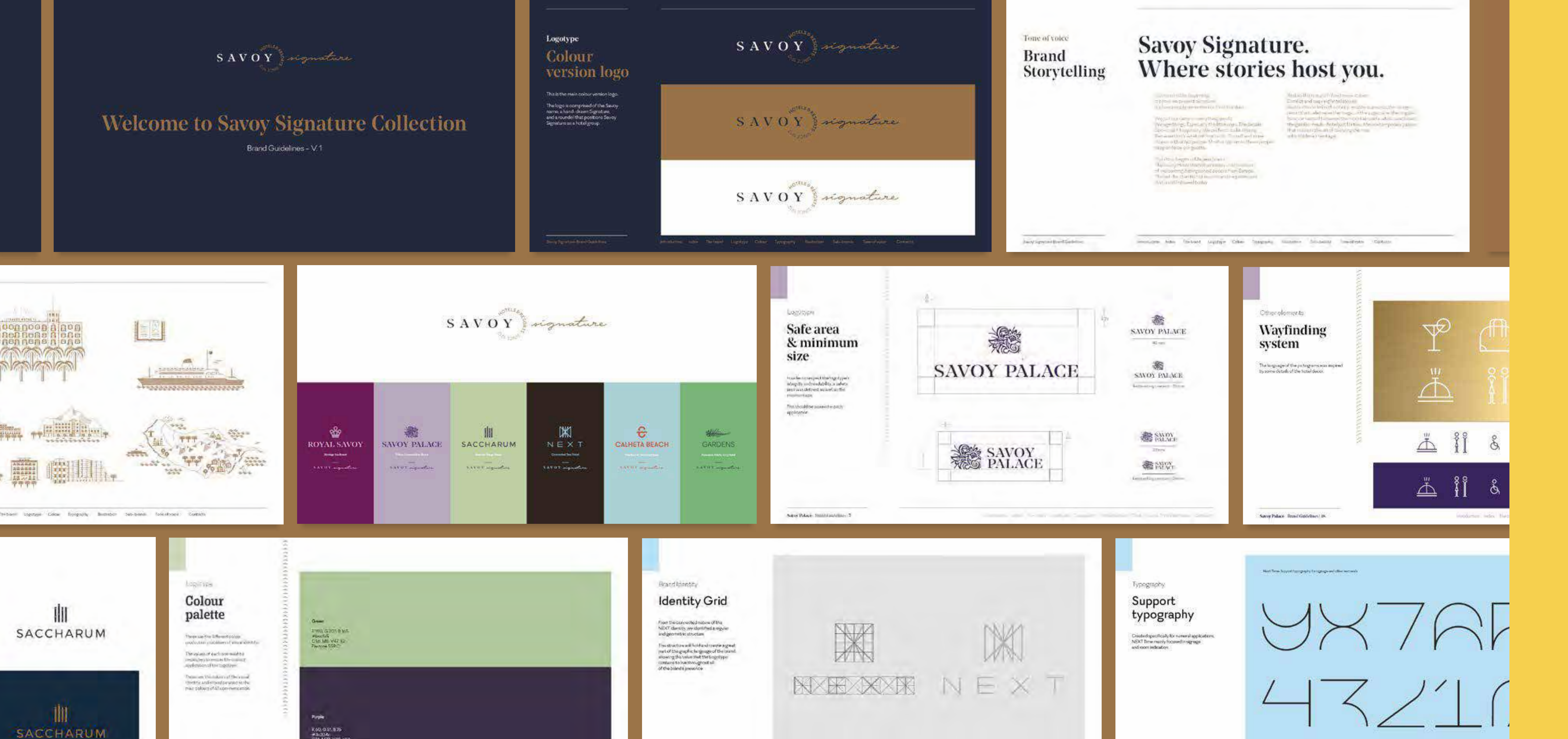
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INDUSTRY Hospitality
SCOPE Brand Identity | Look & Feel | Hotel Collaterals.





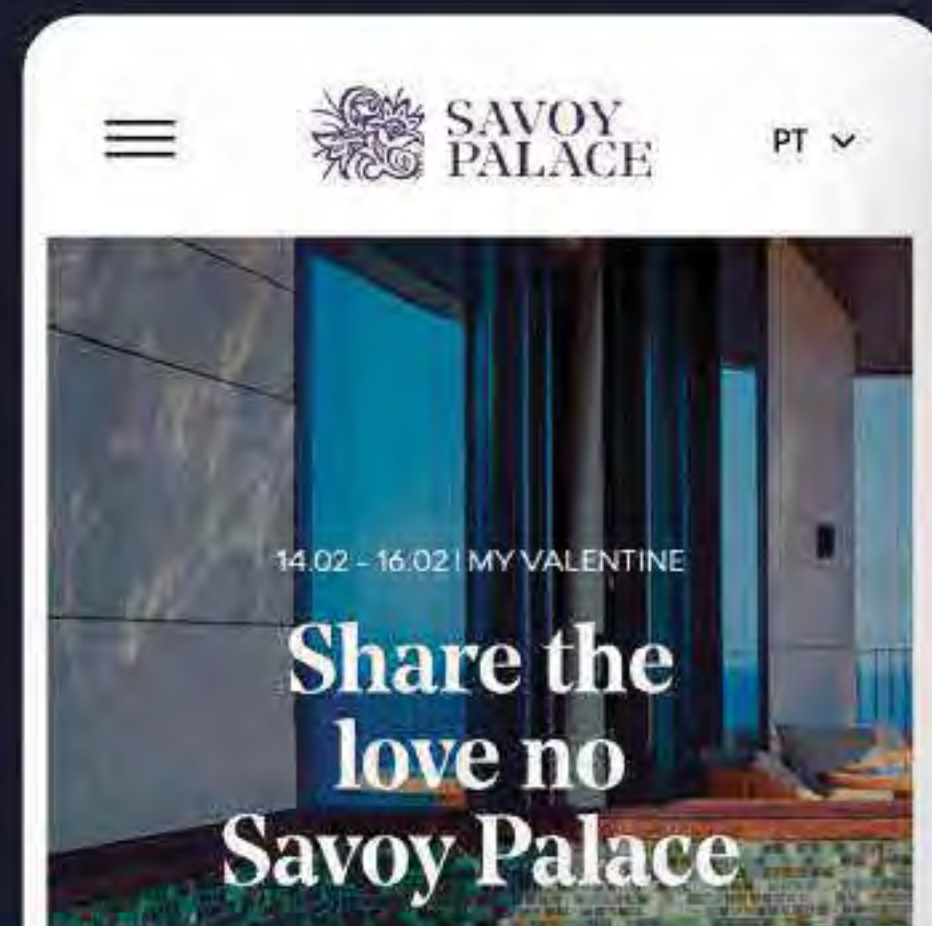
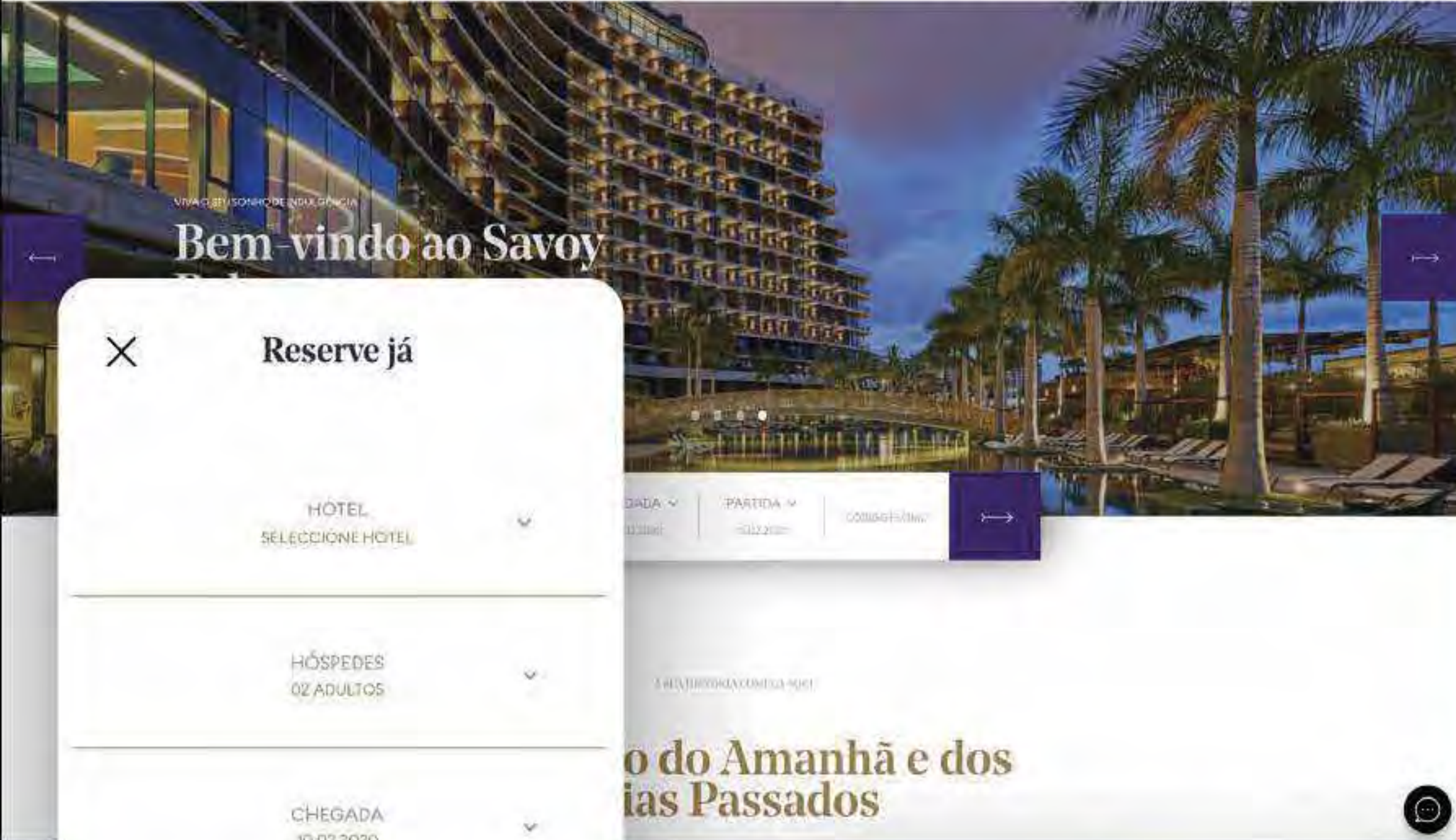
CLIENT SAVOY HOTELS & RESORTS
INDUSTRY Hospitality
SCOPE Brand Identity | Look & Feel | Hotel Collaterals.





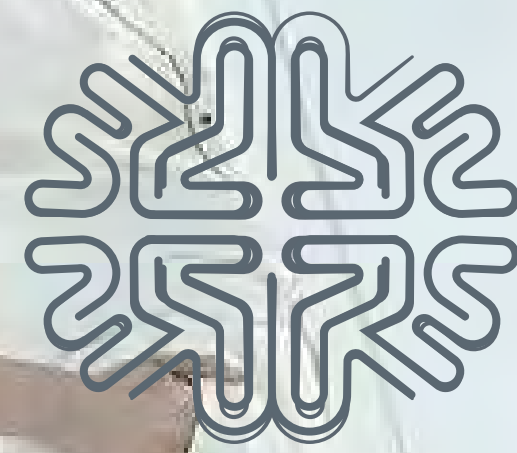
CLIENT SAVOY HOTELS & RESORTS
INDUSTRY Hospitality
SCOPE Brand Identity | Look & Feel | Hotel Collaterals.





CLIENT SAVOY HOTELS & RESORTS
INDUSTRY Hospitality
SCOPE Brand Identity | Look & Feel | Hotel Collaterals.





RED SEA

COLLECTION

CLIENT Public Investment Funds
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Look & Feel.

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CLIENT Public Investment Funds
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Look & Feel.

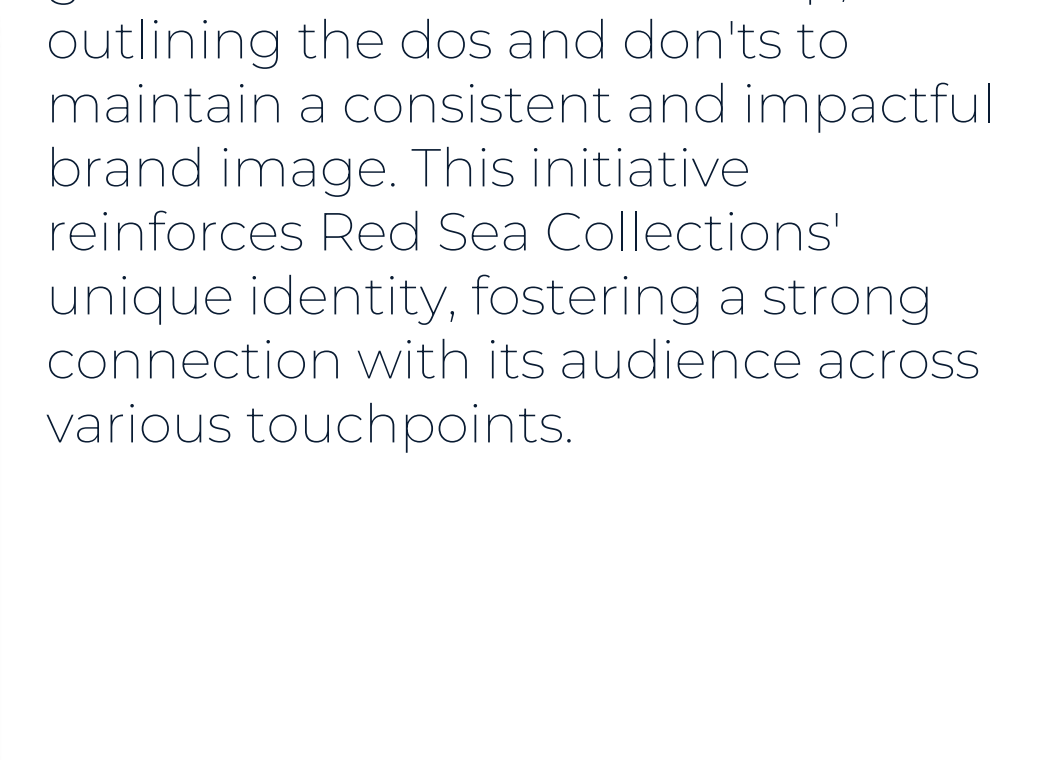
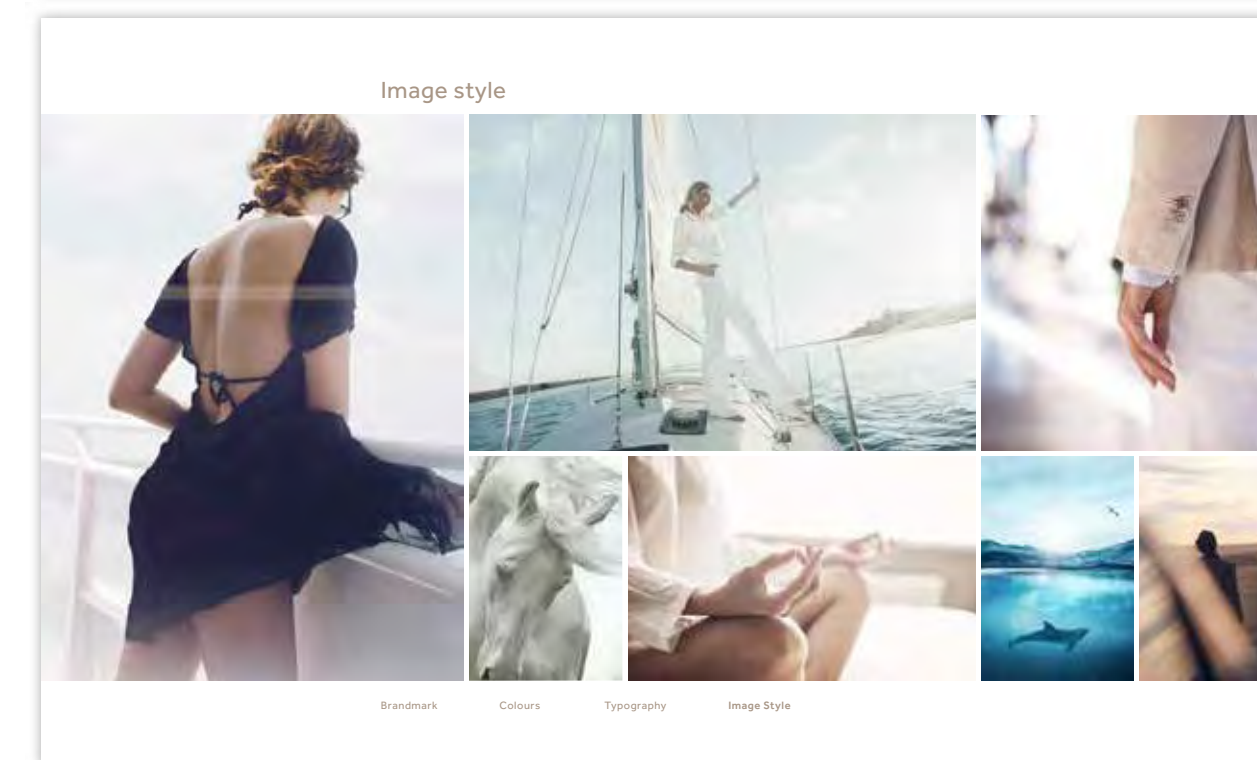
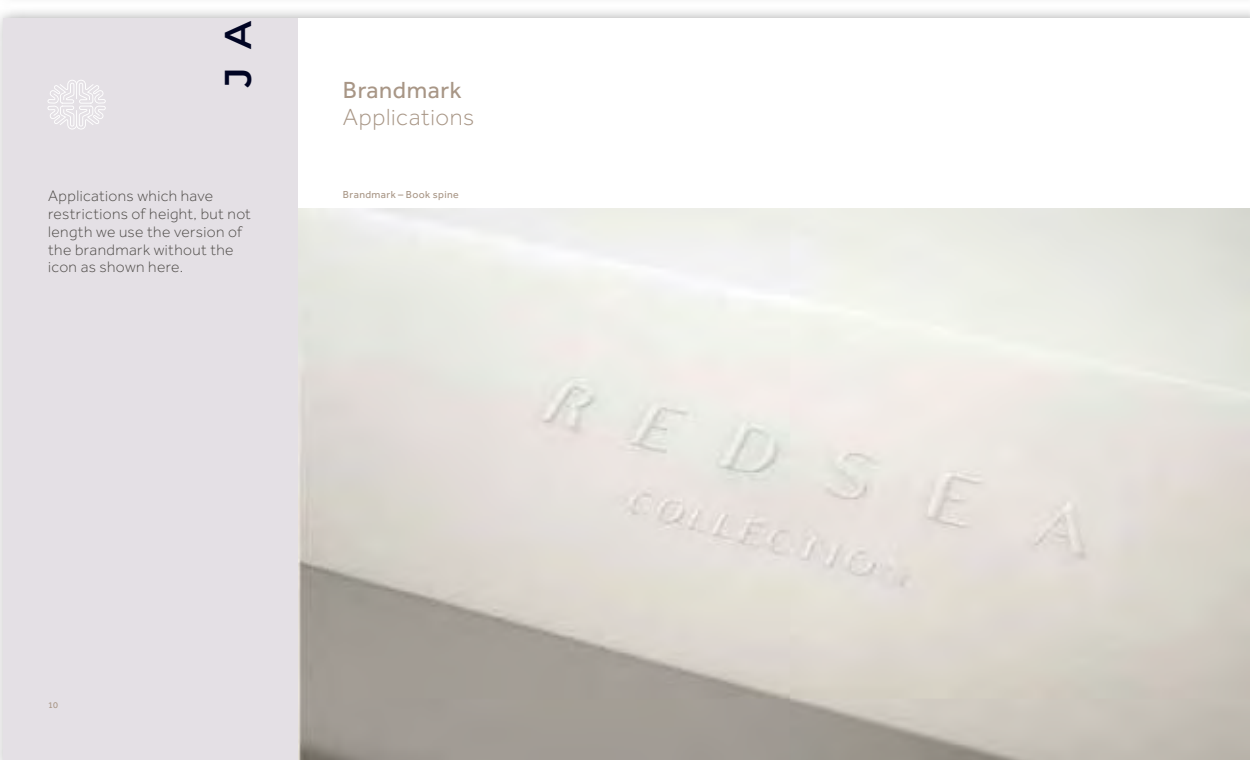
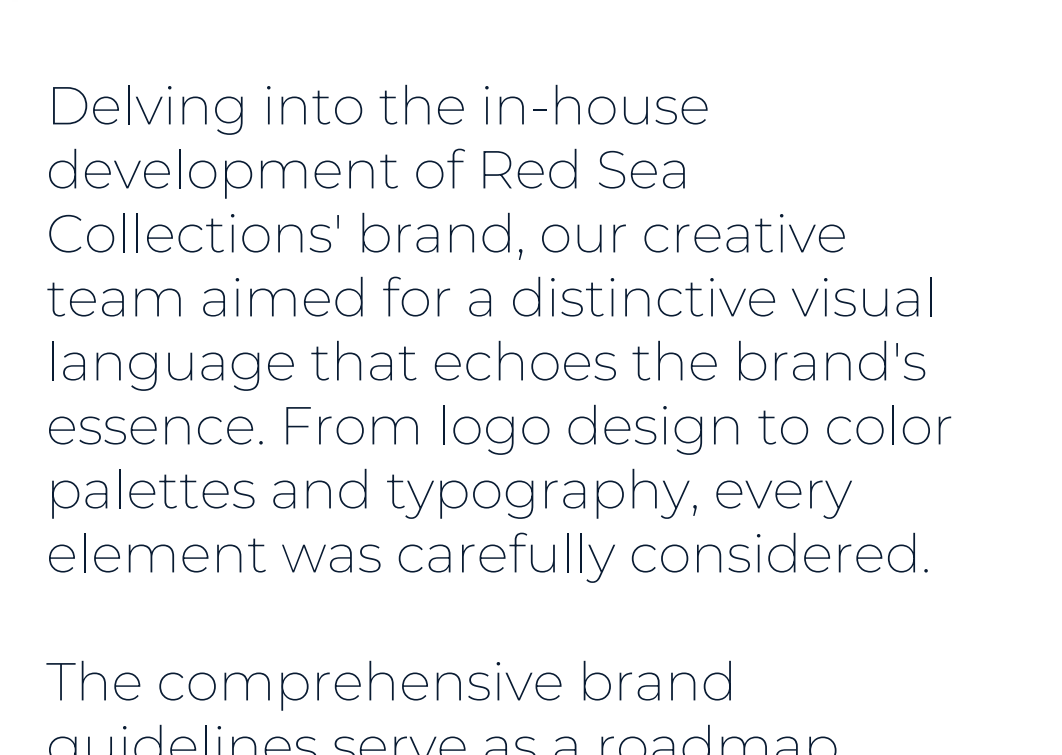
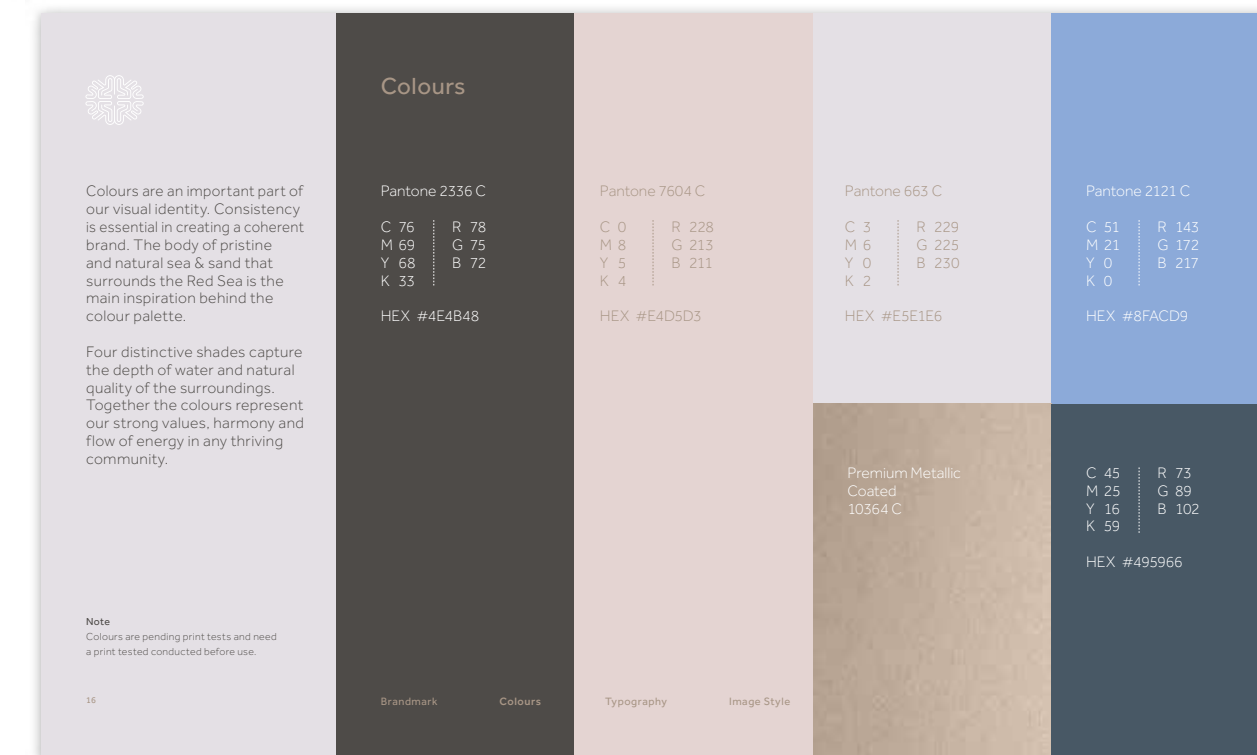
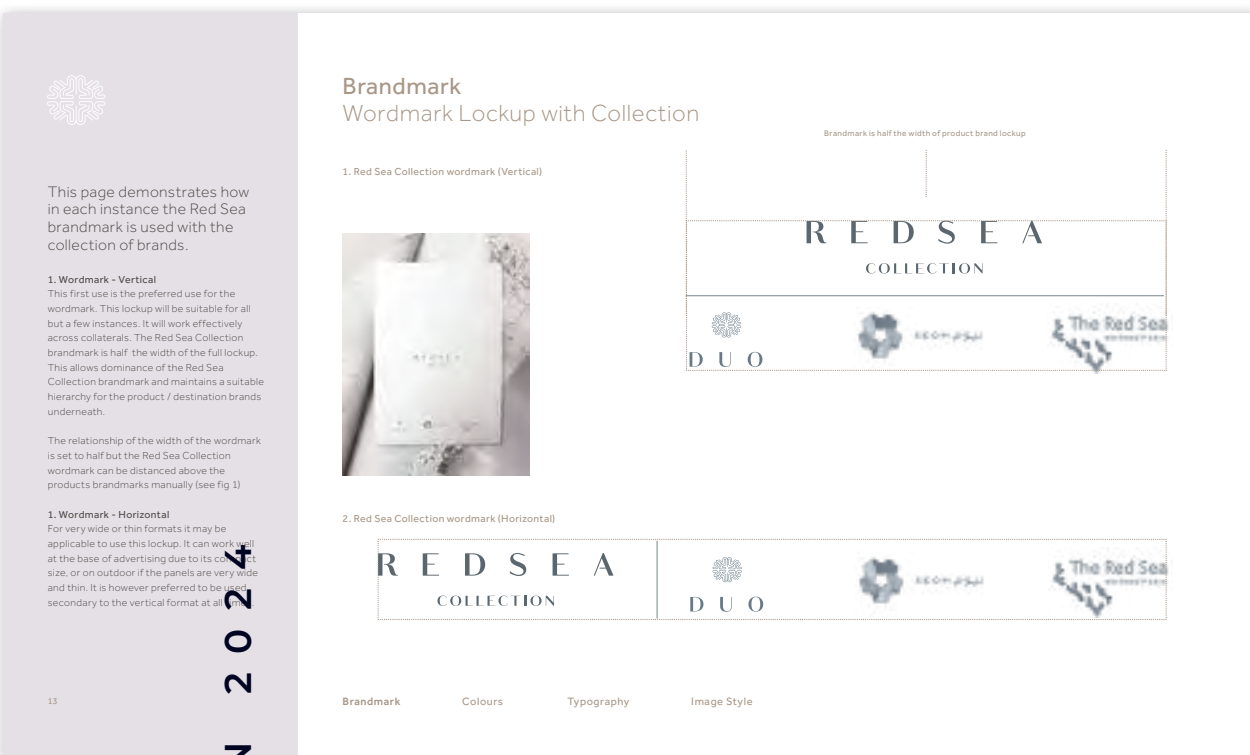
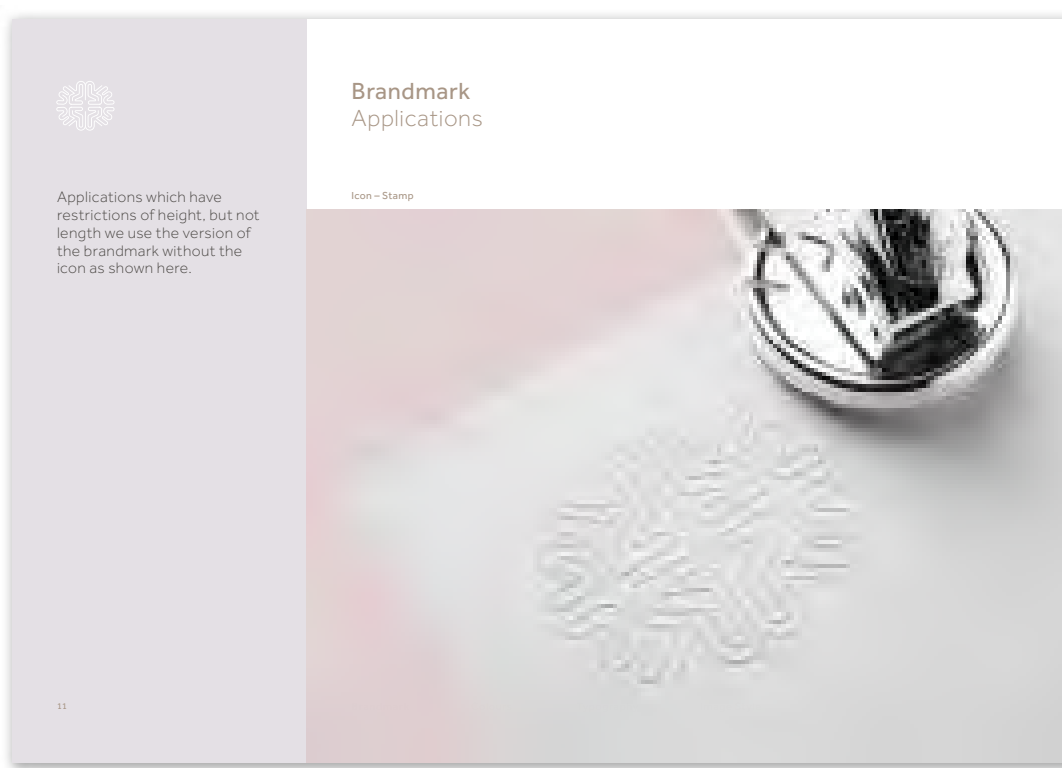
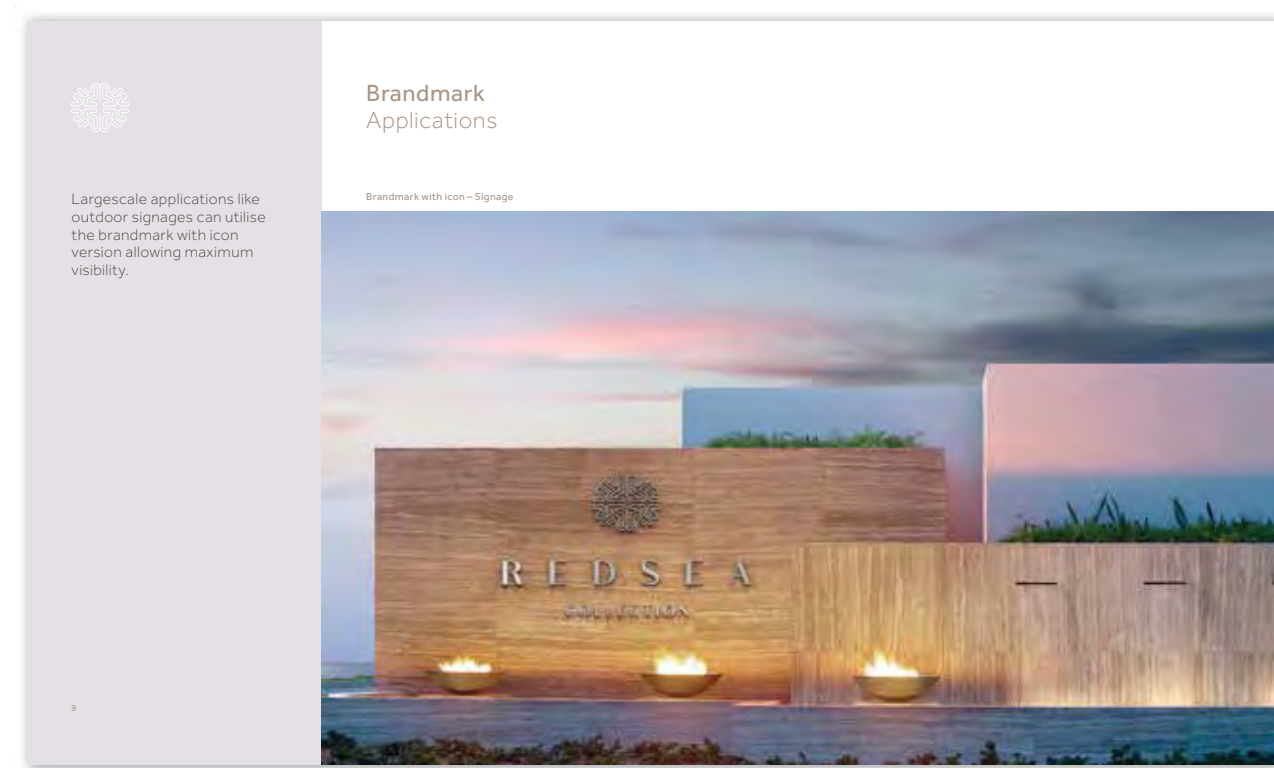
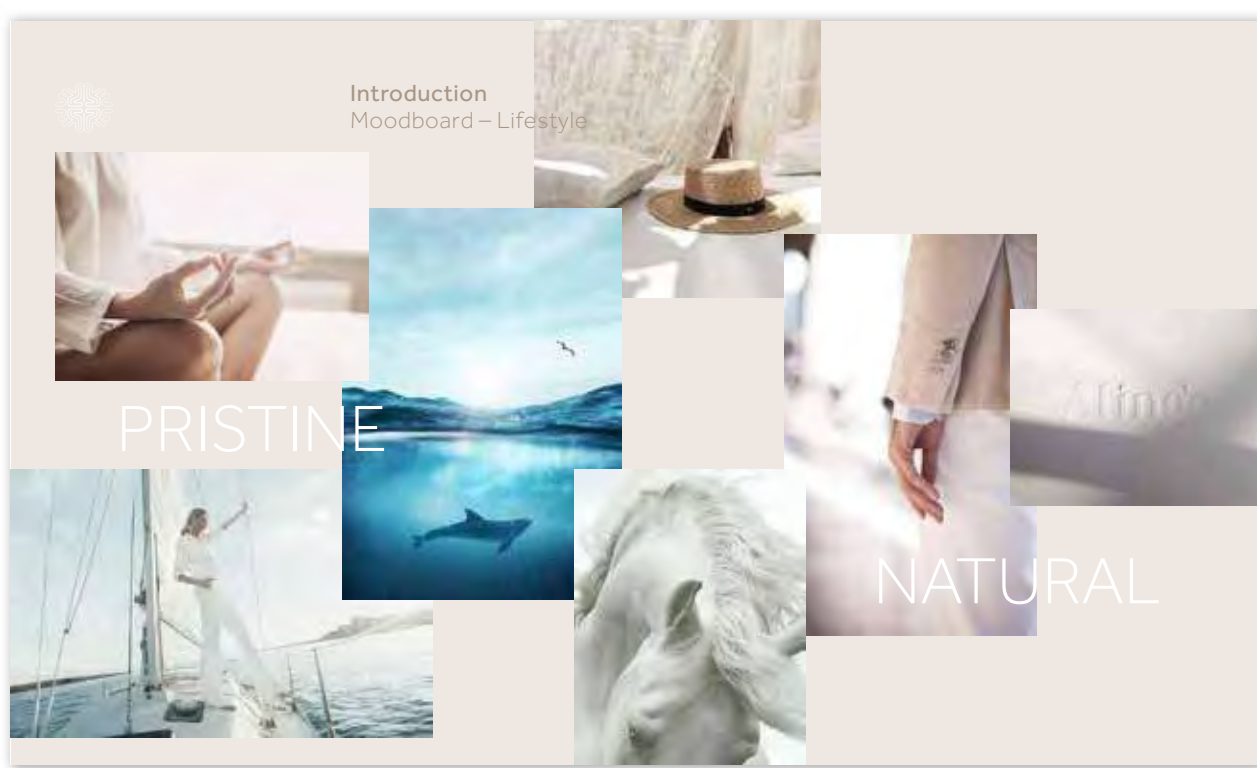




CLIENT Public Investment Funds
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Look & Feel.

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CLIENT Public Investment Funds
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Look & Feel.





SAUDI MADE IT



SAUDI EXPORTS
Saudi Exports Development Authority



**SAUDI
MADE**

CLIENT Saudi Export
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Look & Feel.





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.

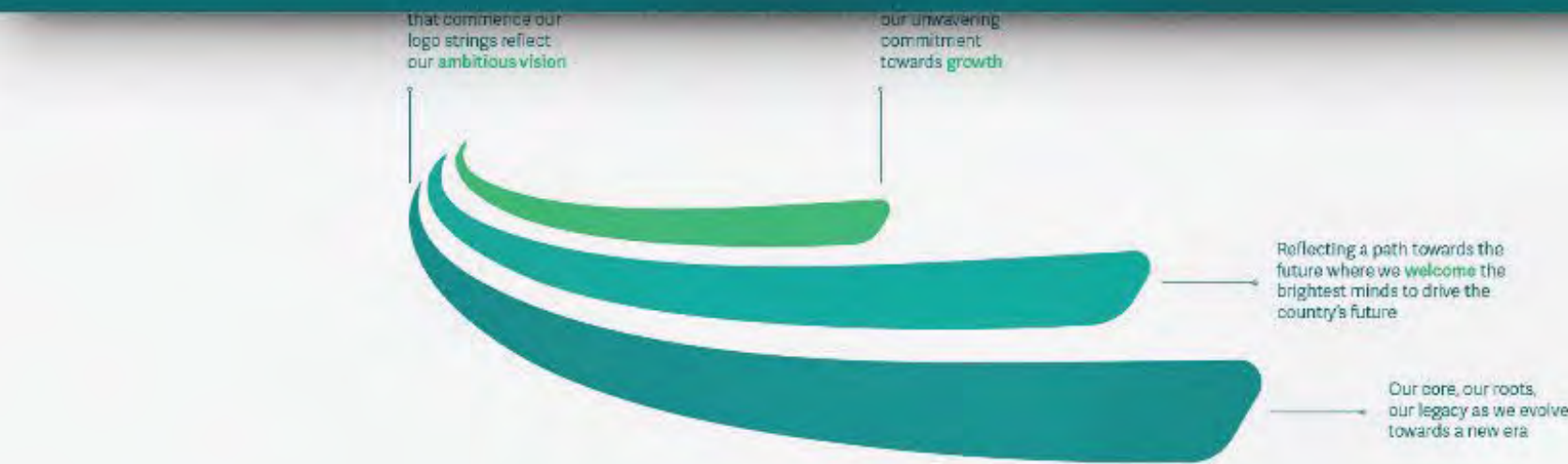
I meticulously crafted and delivered comprehensive brand guidelines to the agency for Saudi Made, ensuring a consistent and impactful visual representation across various platforms. These guidelines encompassed not only the approved logo but also detailed specifications on color schemes, typography,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



CLIENT Saudi Export
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Look & Feel.



6
مجموعة مدارس الرياض
Riyadh Schools Group
Generations of Success أجيال النجاح



4

Cultivating Curious
Minds, Shaping
Bright Futures



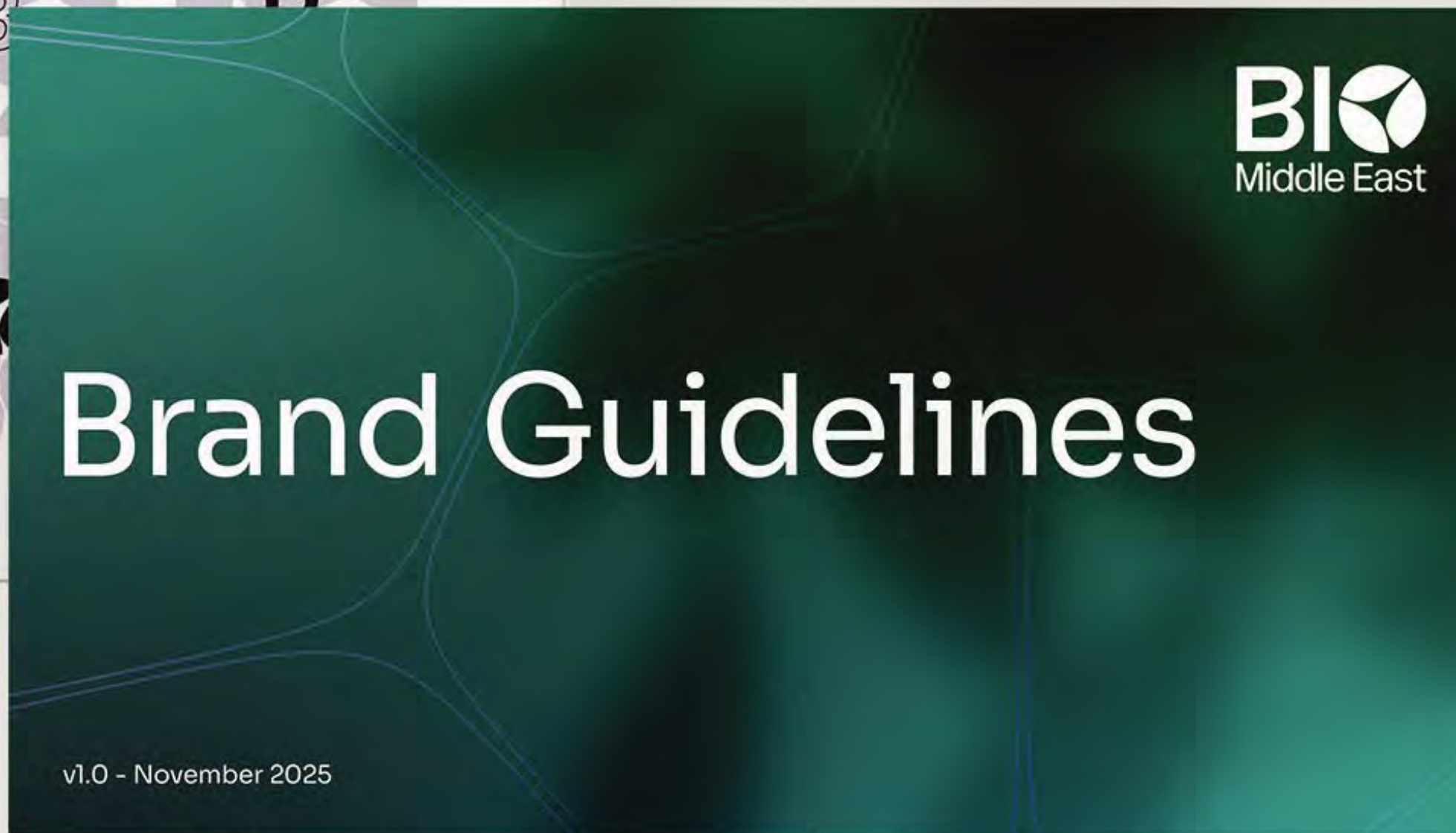


Download Here

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light
Regular
Medium
SemiBold

Sora



Speak to

Investors

Industry
leaders & BD

Government
& policy

Academia
& emerging
talent

Healthcare
professionals

Contact

For further information or enquiries, please contact the team:

MENNA TAREK
Senior Marketing Manager
Menna.Tarek@tahaluf.com



COLOUR PALETTE

Primary Colours

Our primary palette anchors the brand - a balance of energy, growth, and trust, combining authority with a sense of freshness. These colours lead across all applications, ensuring clarity, consistency, and instant recognition.

Midnight Indigo

CLIENT BIO Middle East
INDUSTRY Biotech exhibition and conference
SCOPE Positioning | Brand Identity | Social Presense | Look & Feel.



Case Studies



Scan or Click



CLIENT BIO Middle East
INDUSTRY Biotech exhibition and conference
SCOPE Positioning | Brand Identity | Social Presense | Look & Feel.





CLIENT **Umrah & Ziyarah Forum**
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Outdoor Branding | Digital Presense | Look & Feel.





Scan or Click



CLIENT Umrah & Ziyarah Forum
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Outdoor Branding | Digital Presense | Look & Feel.



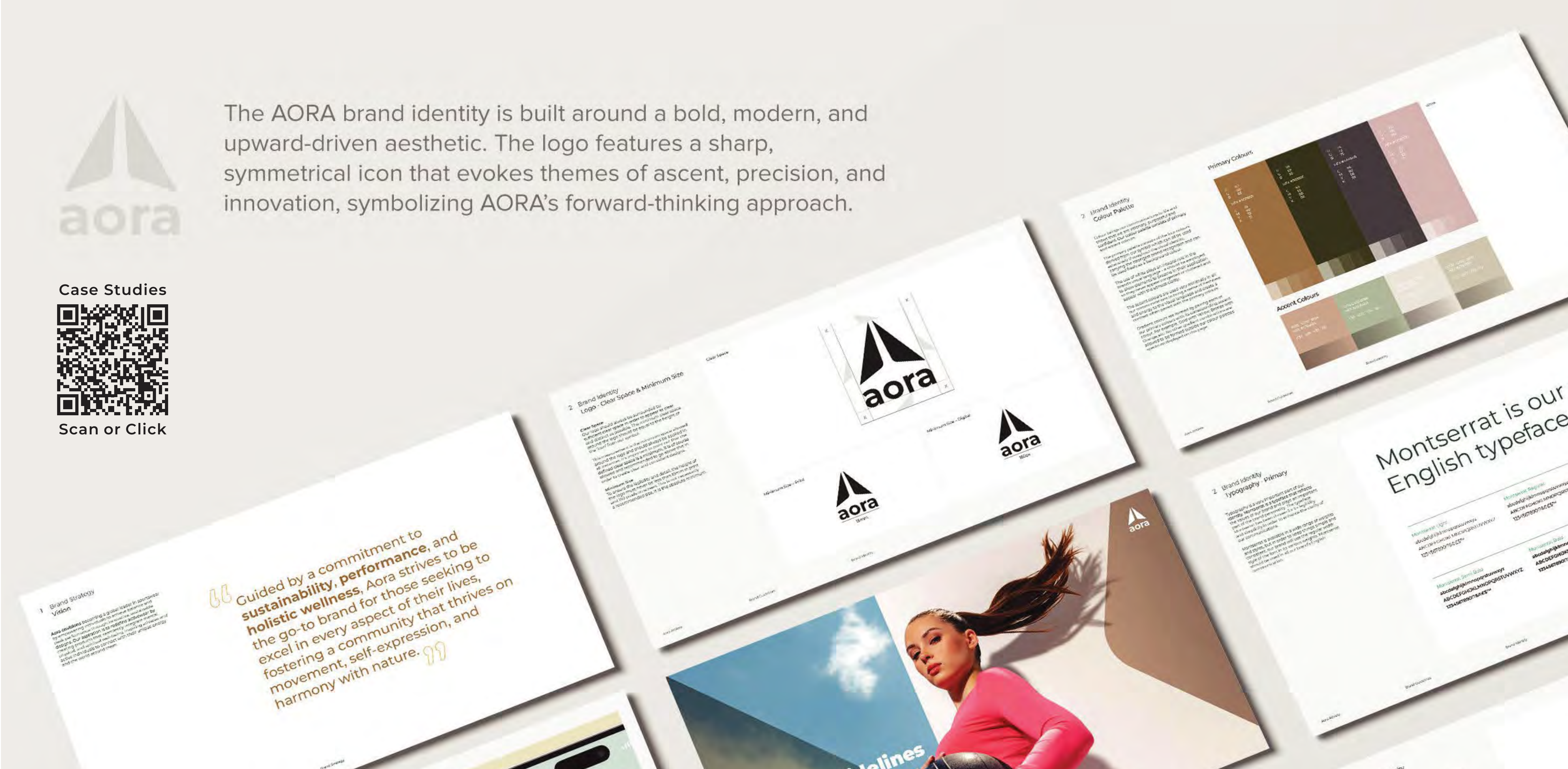


Case Studies



Scan or Click

The AORA brand identity is built around a bold, modern, and upward-driven aesthetic. The logo features a sharp, symmetrical icon that evokes themes of ascent, precision, and innovation, symbolizing AORA's forward-thinking approach.



CLIENT Aora
INDUSTRY Sports Sector
SCOPE Positioning | Brand Identity | Look & Feel.



Proportion

Clear Space
Our logo should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the logo should be equal to the height of the 'icon' from our symbol.

Cwm Edw

Brand Guidelines

Table of Contents

Minasans is our primary
English typeface

Minasans Regular

0123456789ABCDEFGHIJKLMN O PQRSTU VWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 01234567890123456789

Minasans Light

80009F8-HUKMNDPQRSUVWXYZ
AB00EF8-HUKLMNDPQRSTUWXYZ
12345678907-5678901234567890

Minasans Italic

8B0006FSHUKIMNOPQRSUUVWXYZ
 ABCDEFGHUKLMNOPQRSTUUVWXYZ
 2345678907&0.08RTM

Minasens Bold

8BCDEF9GH IJK LMNOPQRSTUVW XYZ
 ABCDEF9GH IJKLMN O PQRSTU VWXYZ
 123456789012&@E6®™

Meaning

The logo is a stylized monogram, likely representing the letters G and E, echoing the brand name. It also resembles a hexagon or shield-like shape, subtly conveying protection, strength, and unity.

The blend from lighter purple to deep violet gives it a modern and dynamic look, suggesting progress and transformation.

represent Hexagon shape

- represent G

represent E

Brand Guidelines

Cym. Edge

Brand Outlines

Table of Contents

page 03

CLIENT Gym Edge
INDUSTRY Gym Sector
SCOPE Positioning | Brand Identity | Look & Feel.

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6
مجموعة مدارس الرياض
Riyadh Schools Group
أجيال النجاح Generations of Success

Case Studies



Scan or Click



CLIENT Riyadh Schools Group
INDUSTRY Education
SCOPE Brand Identity | Brand Positioning | Look & Feel

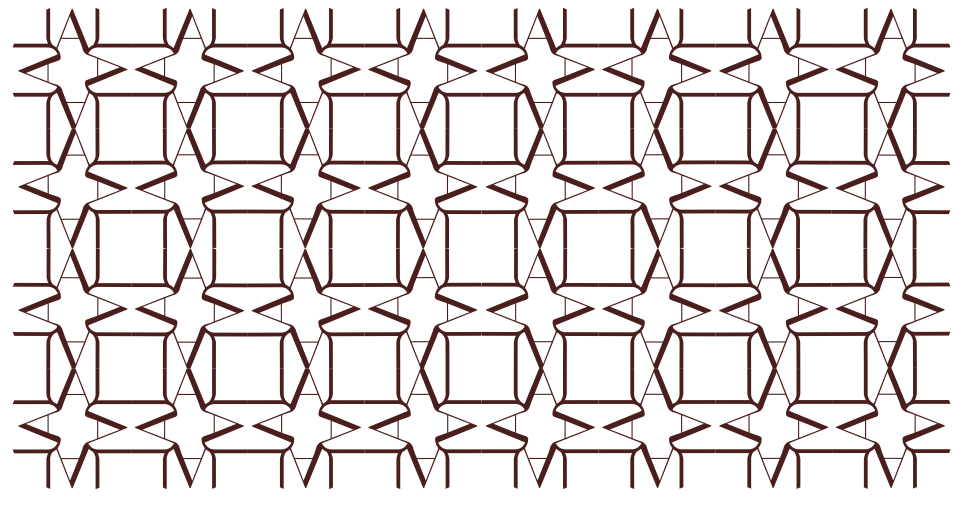


CLIENT Bedaya
INDUSTRY Jewelry
SCOPE Brand Identity | Packaging | Story & Values



2 Brand Identity
Patterns

Clean geometric lines from our identity form the patterns.



Areeba Waqas

Brand Guidelines

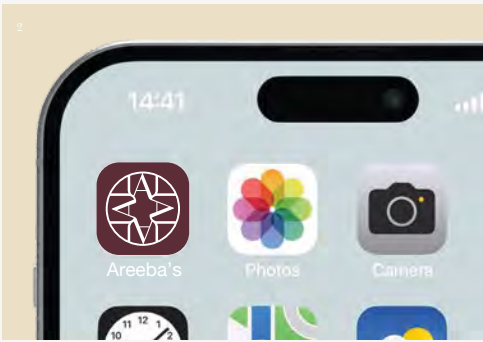
Brand Identity

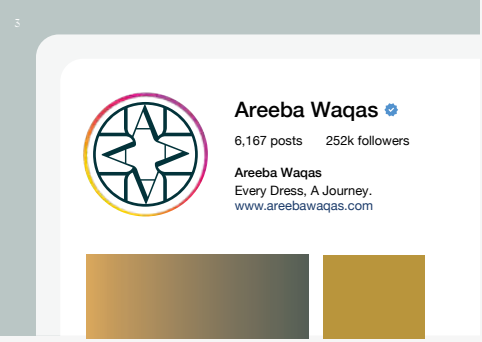
2 Brand Identity
Logo - Symbol

Our symbol is the simplest graphic representation of the brand. The symbol can be used alone if the logo is present somewhere on the same application. In social media, merchandise and digital applications, the symbol can be used alone without the logotype.

Clear Space
Our symbol should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the symbol should be equal to the width of the largest triangle from the symbol.

Minimum Size
To ensure legibility and detail, the width of the symbol must never be less than 30mm in print and 80 pixels on screen. This is not necessarily a recommended size, it is the absolute minimum.





Areeba Waqas

Brand Guidelines

Brand Identity

2 Brand Identity
Logo - Clear Space & Minimum Size

Clear Space
Our Areeba Waqas logo should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the logo should be equal to the height of the 'icon' from our symbol.

This measurement is the minimum space allowed around the logo and should always be applied in all instances. It's important to point out that the defined clear space is a minimum. It is of course allowed and recommended to go above this in order to create clear and consistent designs.

Minimum Size
To ensure legibility and detail, the height of the Areeba Waqas logo must never be less than 15mm in print and 150 pixels on screen. This is not necessarily a recommended size, it is the absolute minimum.



Areeba Waqas

Brand Guidelines

Brand Identity

2 Brand Identity
Logo - Overview

The Areeba Waqas logo is more than a mark, it is a monogram of identity and artistry. At its center, the circular form conveys harmony, unity, and timeless continuity, while the geometric structure inside elegantly reveals the initials "A" and "W". This subtle integration transforms the logo into a symbol of both personal legacy and brand distinction.

The interplay of lines creates a star-like rhythm, representing aspiration, luxury, and refinement. The bold logotype paired with the emblem establishes authority and sophistication, ensuring the brand's presence is instantly recognized.

Together, the circle and the AW monogram embody the promise of Areeba Waqas: couture that balances heritage with modern luxury, empowering women to carry elegance and confidence in every step.



Areeba Waqas

Brand Guidelines

Brand Identity

1 Brand Strategy
Introduction

"Areeba Waqas is redefining Pakistani couture by fusing heritage craftsmanship with Arab-inspired elegance, creating luxury womenswear that resonates with global modernity."

The Areeba Waqas brand envisions the future of ethnic couture through a refined lens, balancing tradition and innovation. Each collection harmonizes Pakistani artistry, Arab silhouettes, and contemporary design, crafting garments that are both culturally rooted and globally relevant.

The Areeba Waqas narrative frames the brand's defining values: heritage, luxury, and modernity aligning with our ambition to position the label as a go-to destination for

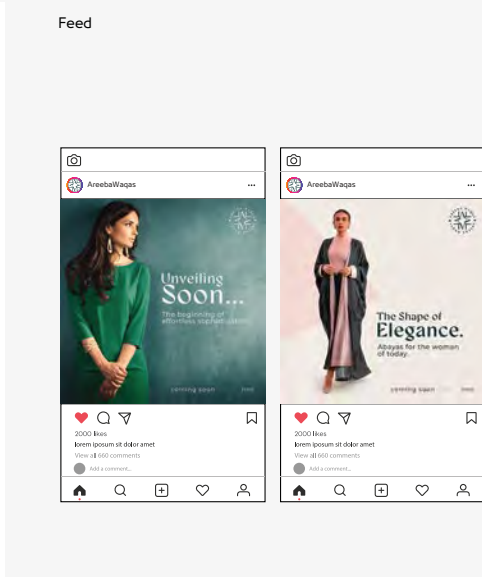
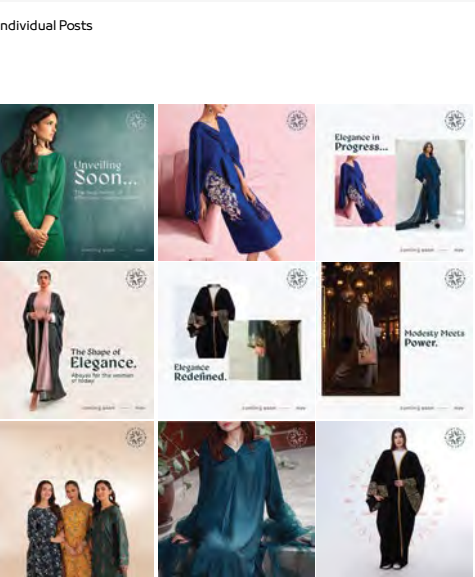
Areeba Waqas

Brand Strategy

Introduction

3 Social Media
Instagram Feed

Instagram Individual Posts:
Size: 1080x1080 px

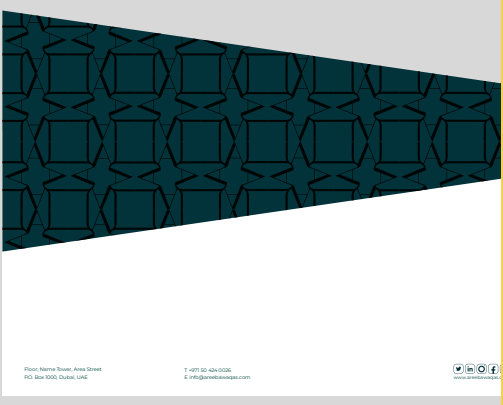


Areeba Waqas

Brand Strategy

Social Media

4 Brand Applications
Envelopes - DL



Areeba Waqas

Brand Applications

Envelopes

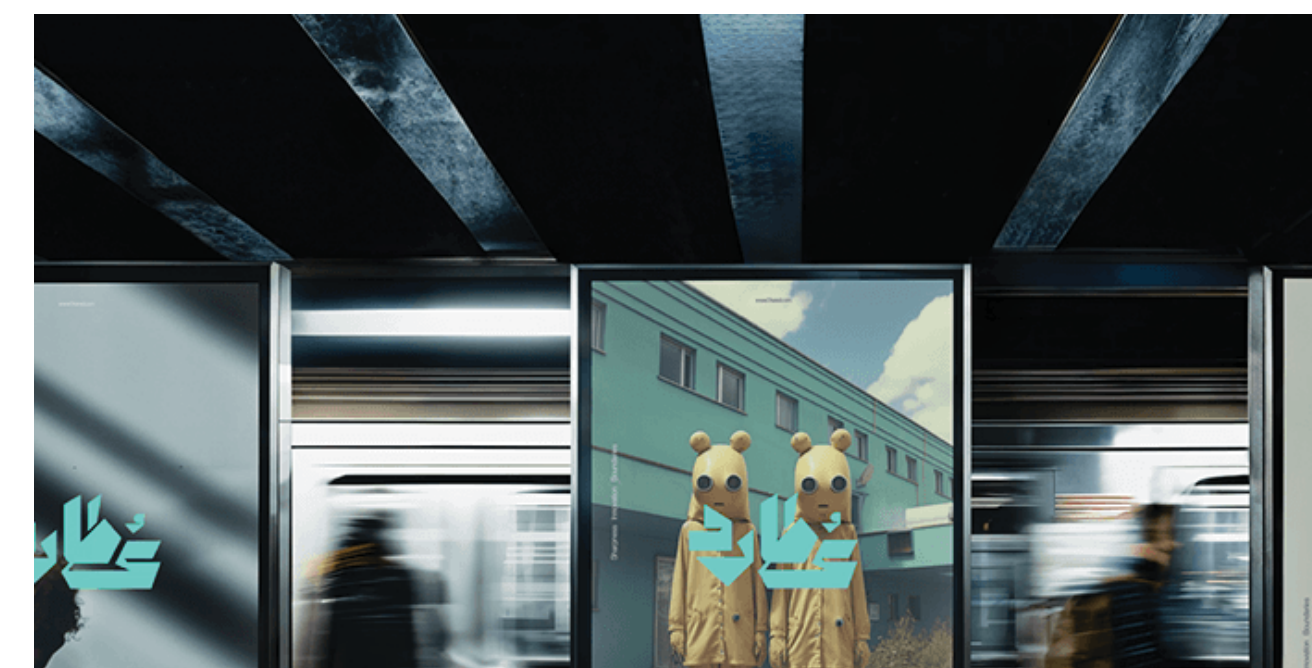
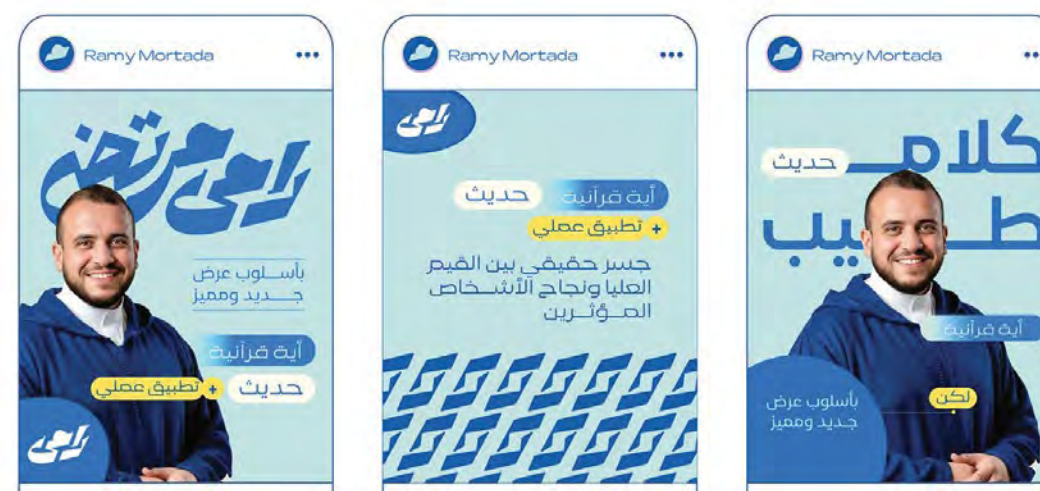
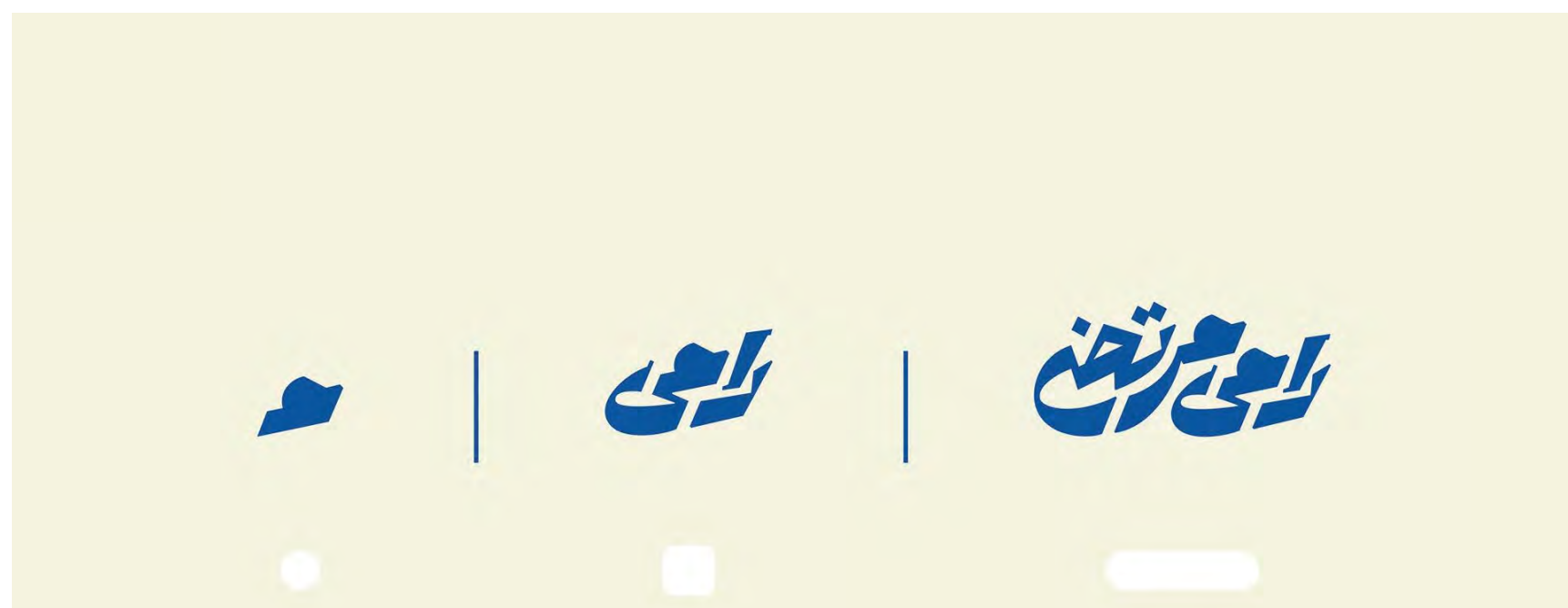
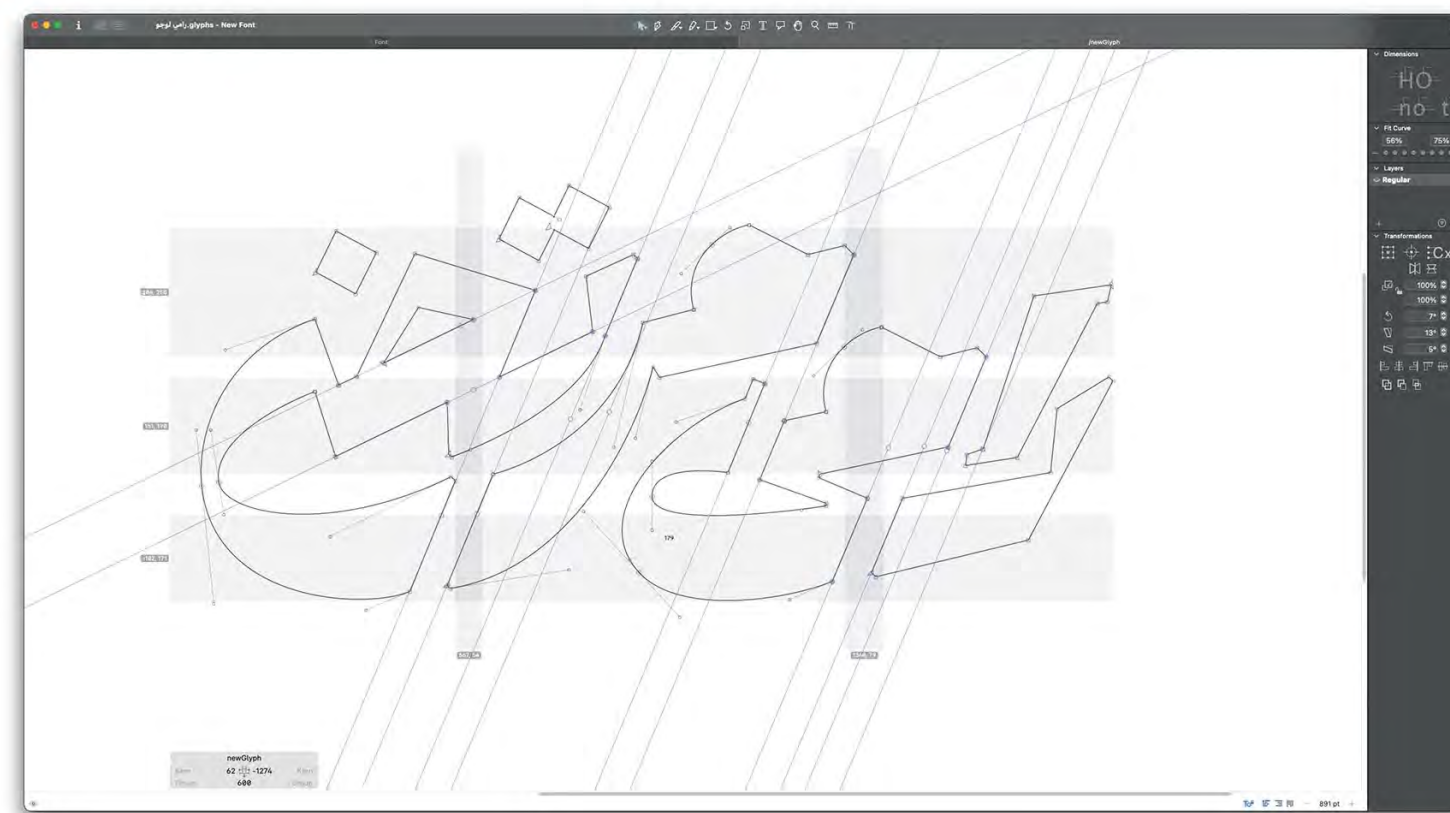
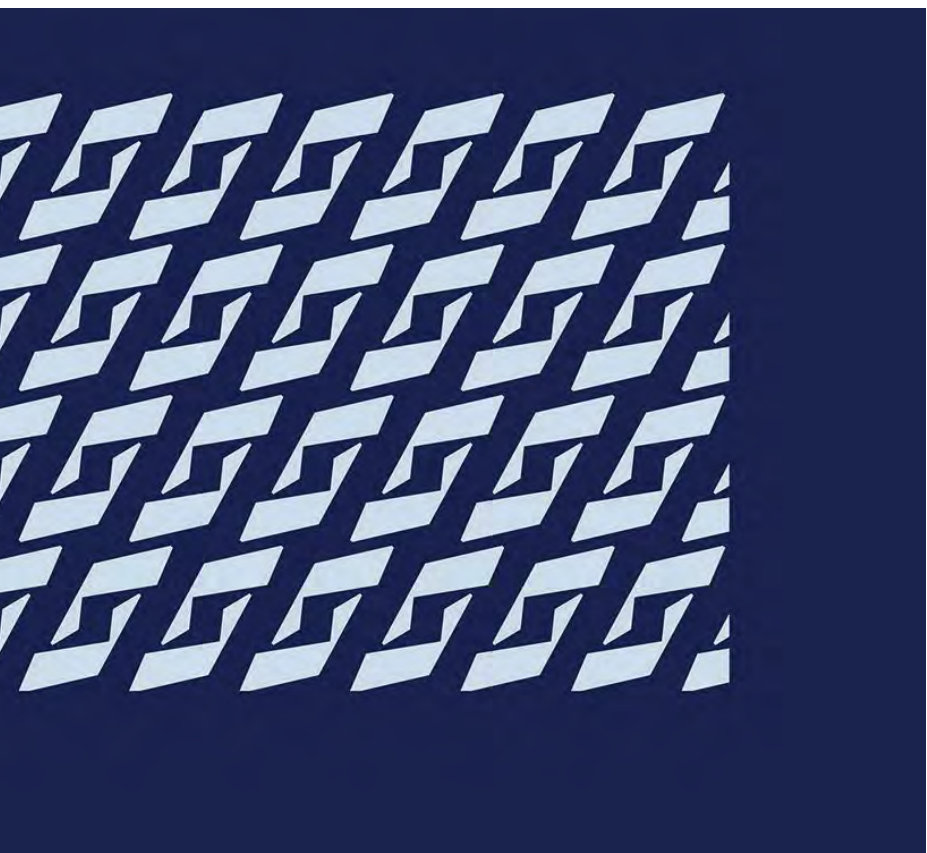
CLIENT **Areeba Waqas**
INDUSTRY Clothing Brand
SCOPE Brand Identity | Brand Positioning | Look & Feel

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CLIENT RAMY PROJECT®
INDUSTRY Personal Branding
SCOPE Brand Identity | Look & Feel





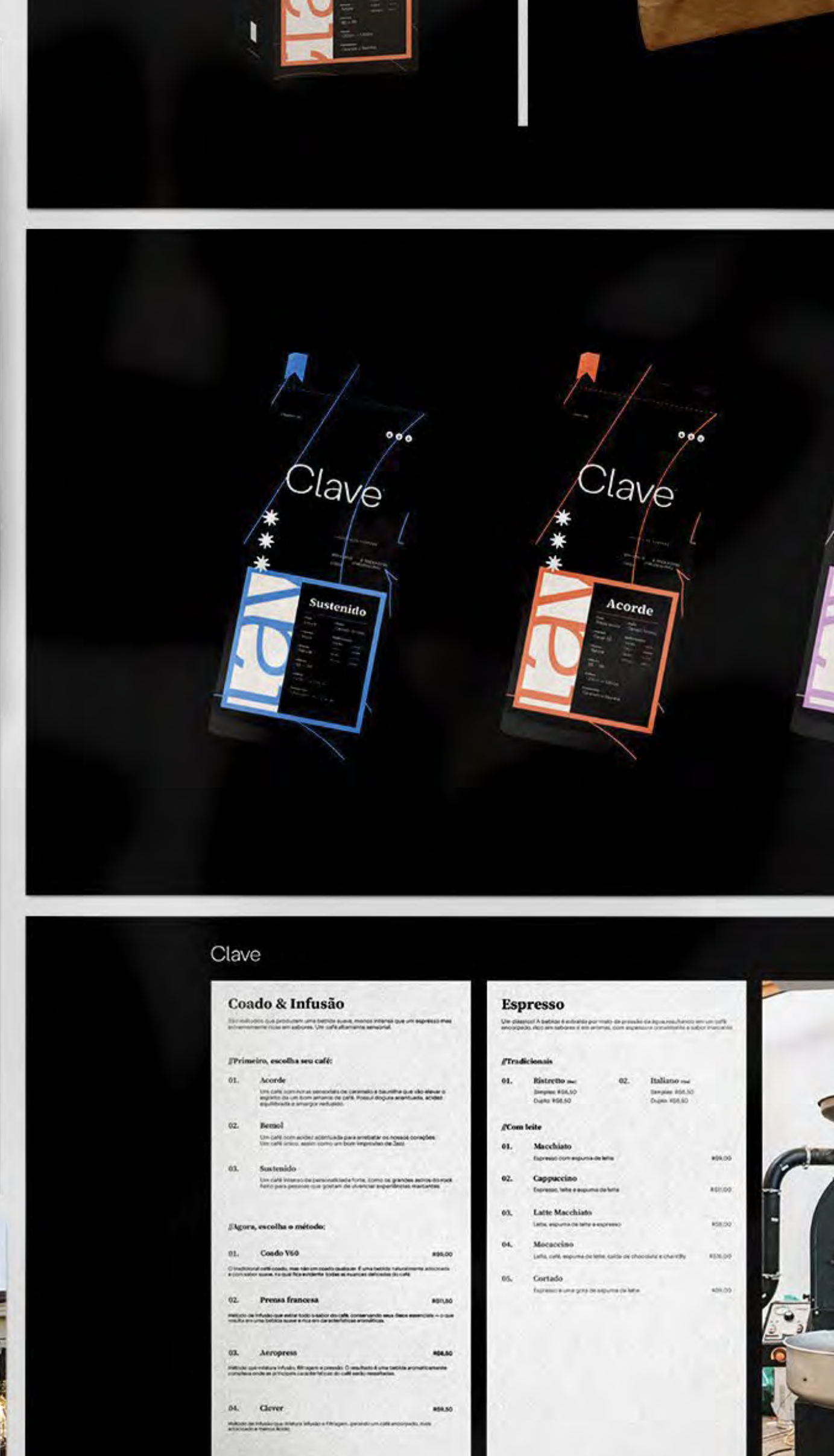
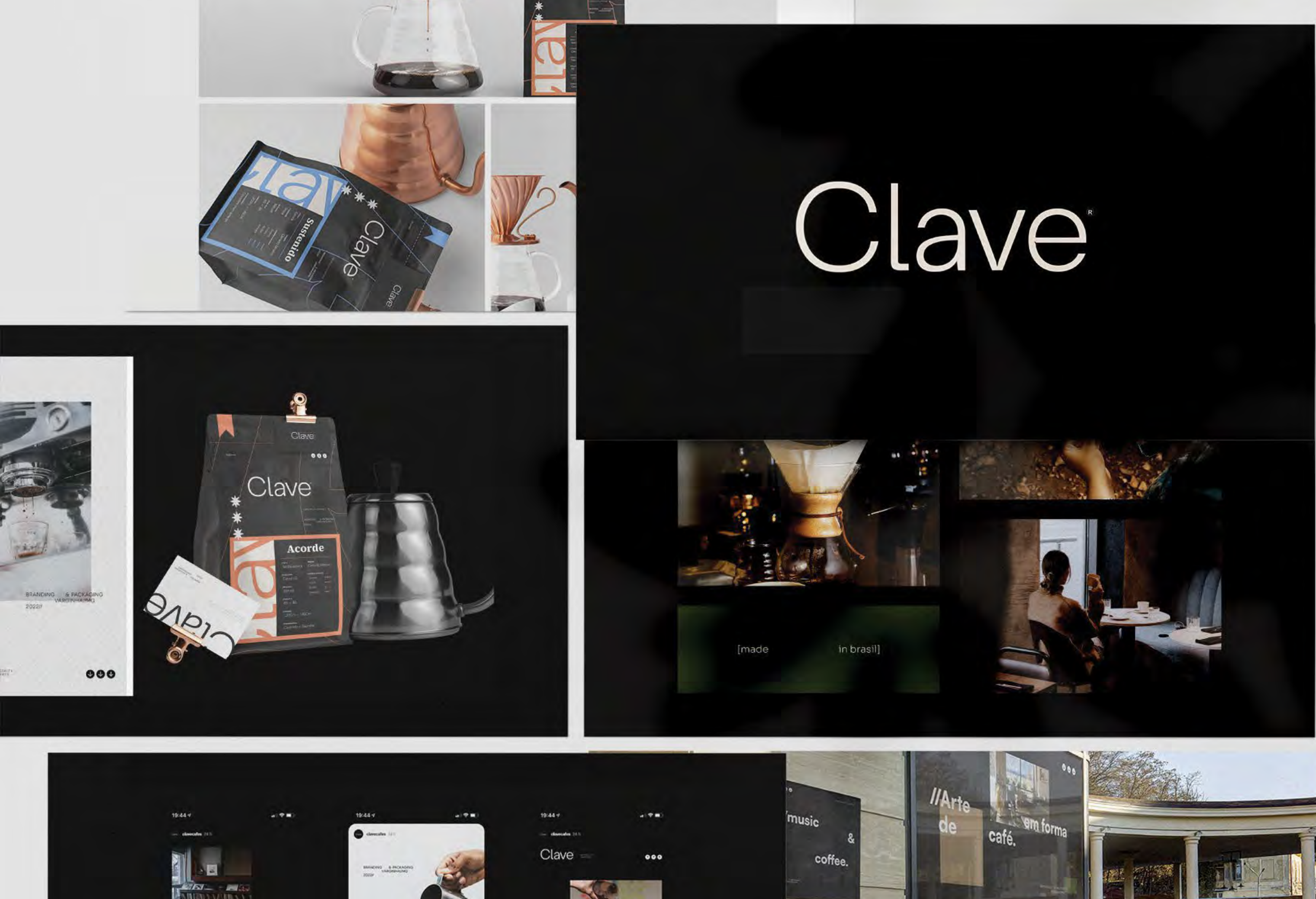
CLIENT **RAMY PROJECT®**
INDUSTRY Personal Branding
SCOPE Brand Identity | Look & Feel





CLIENT Al Khadir Investment Group
INDUSTRY Livestock trade and feed
SCOPE Positioning | Brand Identity | Print Packaging | Look & Feel.





CLIENT Clave
INDUSTRY Coffee Shop
SCOPE Positioning | Brand Identity | Print Packaging | Look & Feel.



Bolt offers a wide range of performance apparel and equipment designed to enhance your athletic performance. From high-quality running shoes to durable sports gear, we've got everything you need to excel in your chosen sport.

Bolt is committed to delivering high-quality products and innovative solutions that meet the evolving needs of athletes. Our products are designed with performance, durability, and comfort in mind, so you can focus on reaching your goals without compromise.

BRAND GUIDELINES
BOLT.®



BOLT.COM

BOLT.

Icon in use

A unique, memorable icon communicates the purpose and personality of your experience and can help people recognize your app or game at a glance in the App Store and on their devices.

BOLT.

BOLT OFFERS
A WIDE RANGE
OF PERFORMANCE
APPAREL AND EQUIPMENT
DESIGNED TO ENHANCE YOUR ATHLETIC PE

BOLT.®

BOLT.®

BOLT.®

BOLT.®

Typface

Our logo is the face of Bolt the typeface

TYPEFACE

BOLT.®

TYPEFACE

BRANDING IDENTITY
GUIDELINES 2024

8

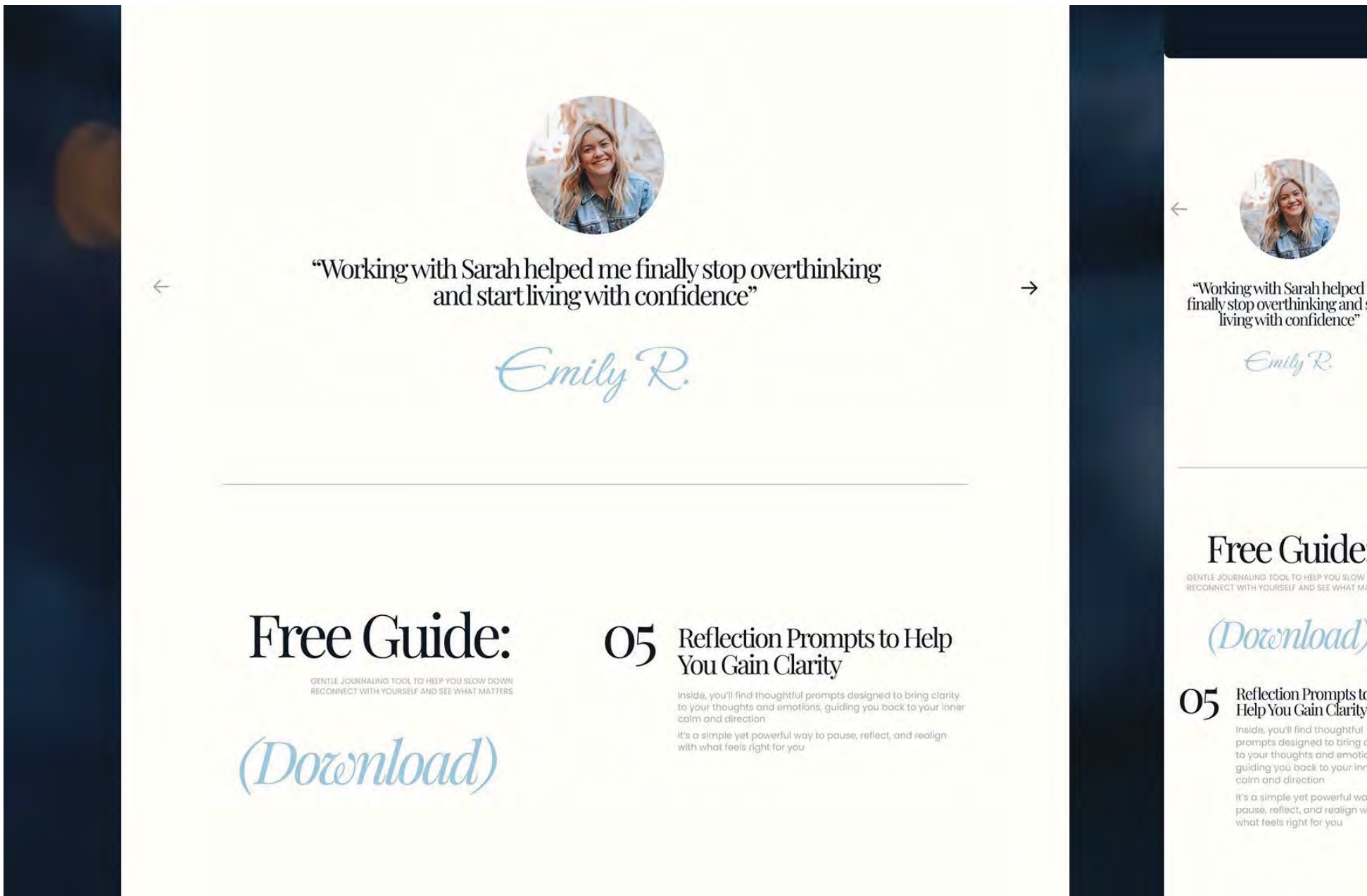
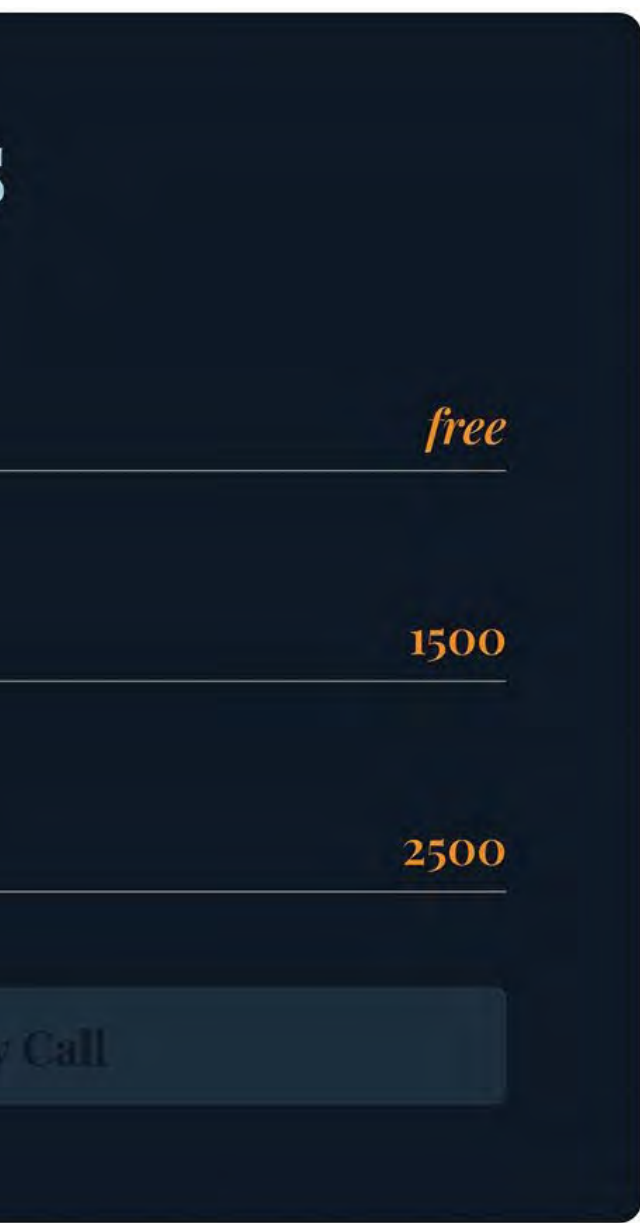
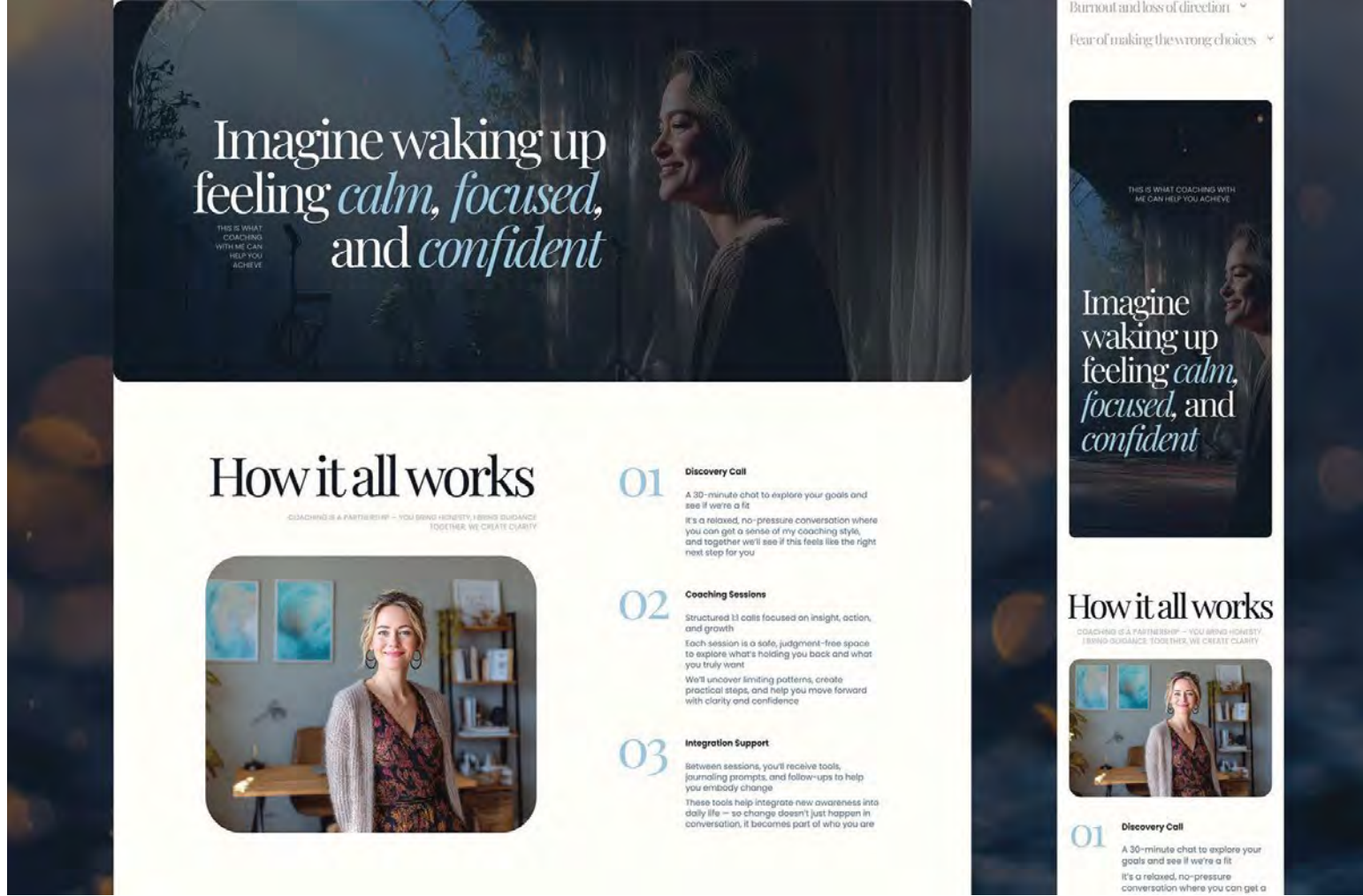


BOLT.

BOLT.

CLIENT Bolt
INDUSTRY Electric
SCOPE Positioning | Brand Identity | Look & Feel.



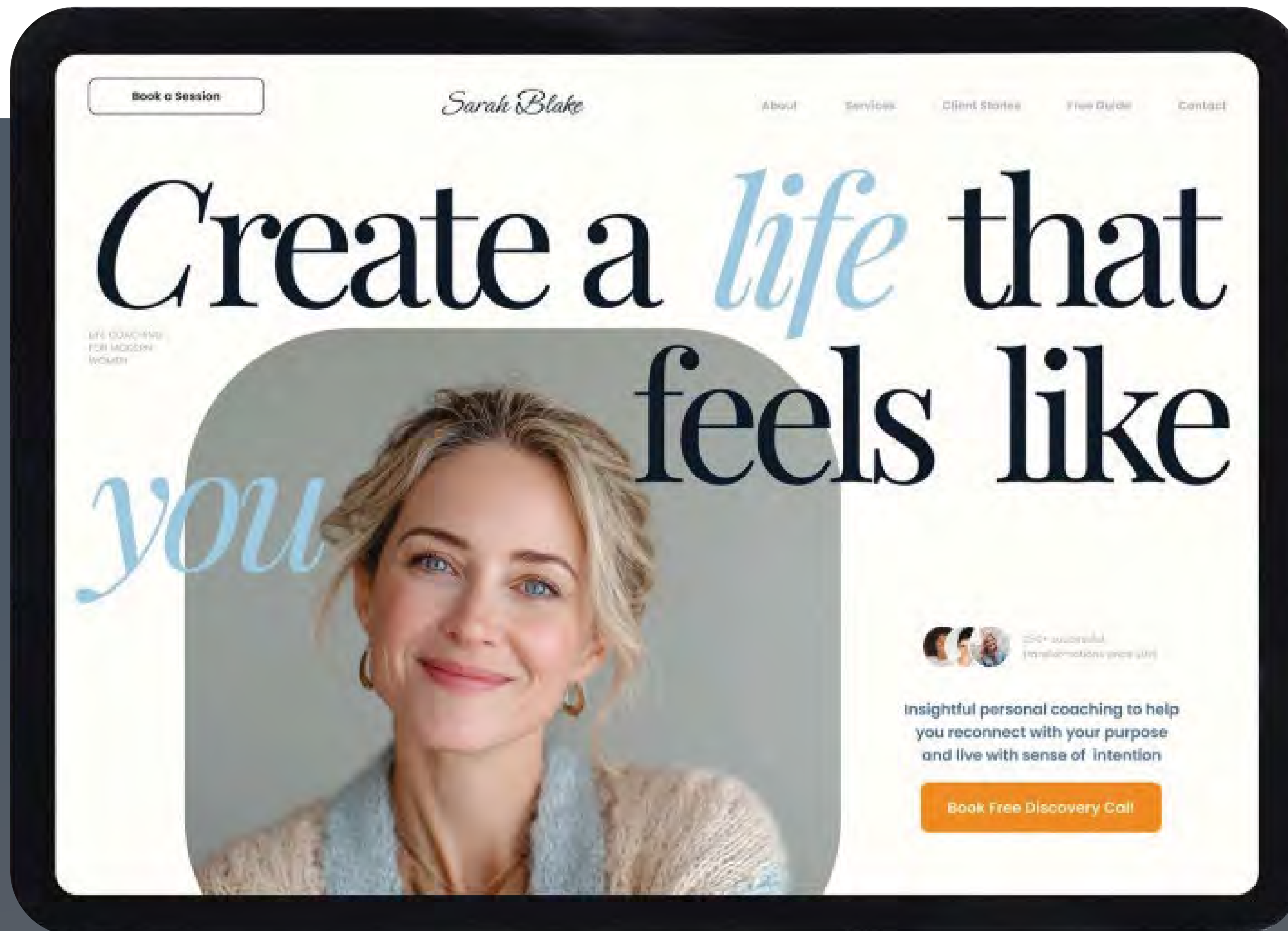


CLIENT **Sarah Blake**

INDUSTRY Personal Branding

SCOPE Digital Design | Landing Page | Look & Feel





CLIENT Sarah Blake
INDUSTRY Personal Branding
SCOPE Digital Design | Landing Page | Look & Feel



Strategic Life And Career Coaching
For London's Top 1%

Digital Design
Website Development

2

Strategic Life And Career Coach
For London's Top 1%

Former WTA Pro Tennis Player
UC Berkeley Graduate
Entrepreneur

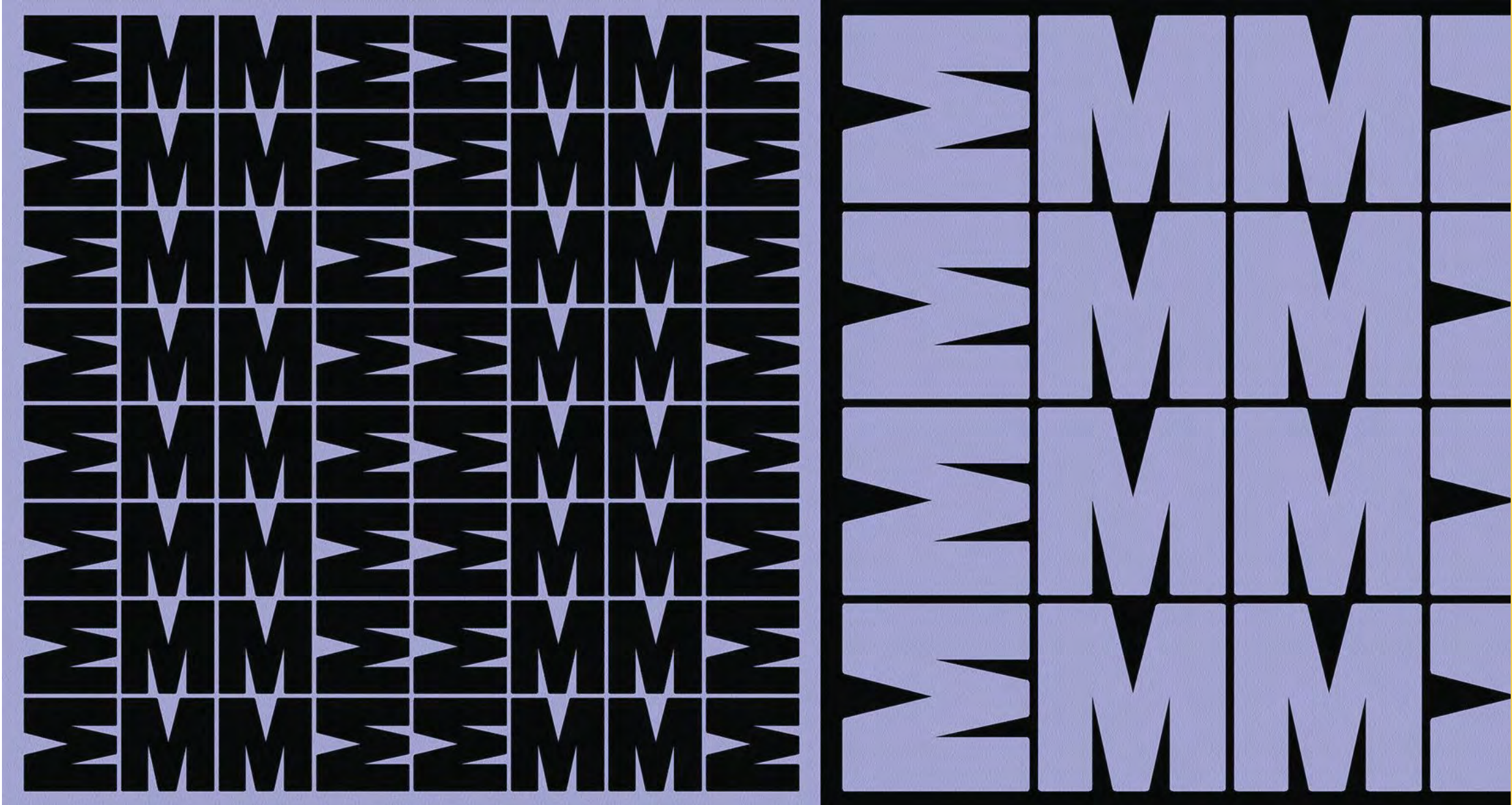
Kasia Siwosz



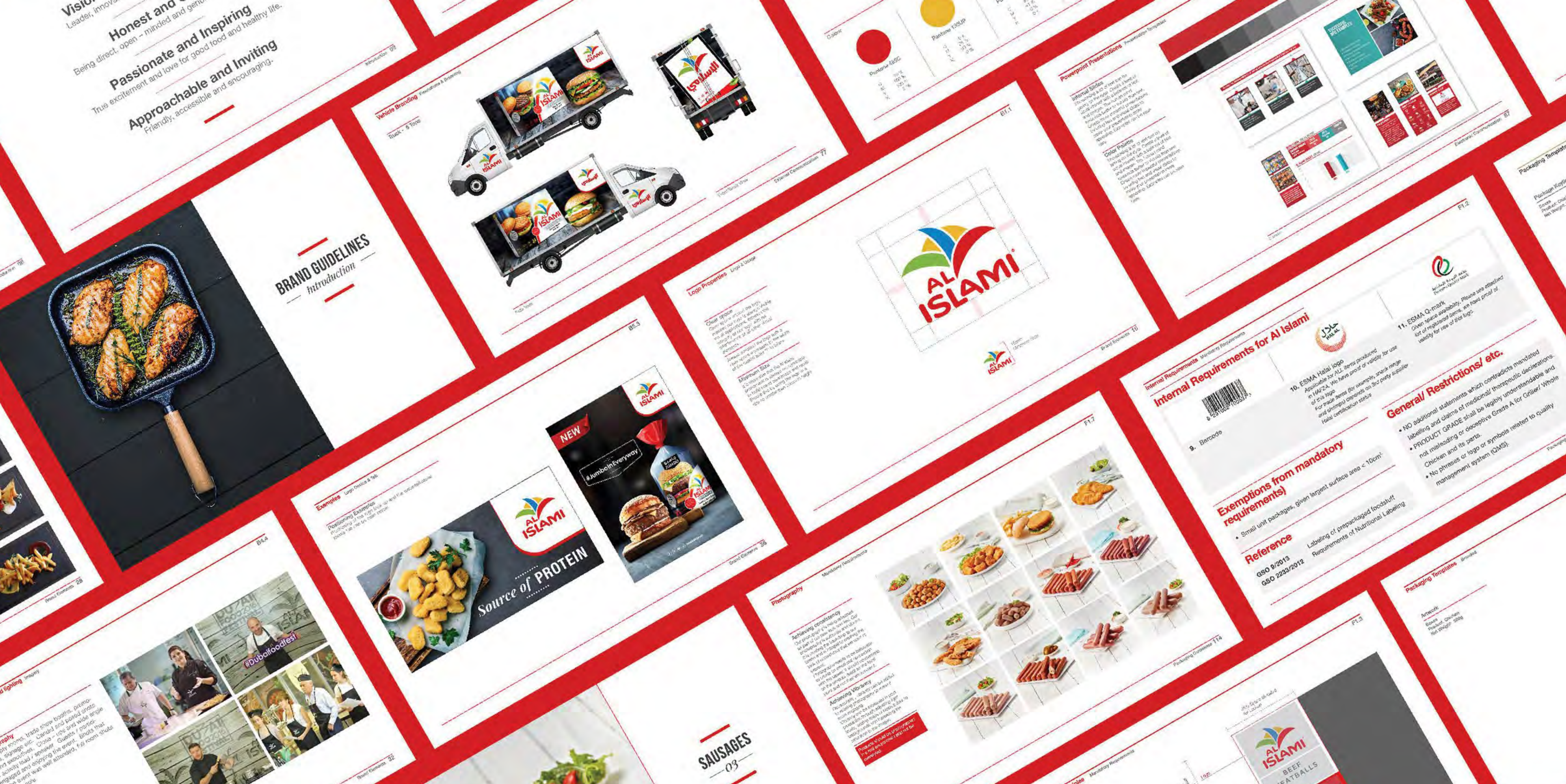
Investment Banker
Venture Capitalist

CLIENT Kasia Siwosz
INDUSTRY Personal Branding for Life & Career Coach
SCOPE Digital Design | Website Development | Look & Feel





CLIENT Emme
INDUSTRY Personal Branding
SCOPE Brand Identity | Look & Feel



CLIENT **AL ISLAMI**
INDUSTRY FMCC
SCOPE Product Packaging



Art Digital Agency

Based on New York

We are specialised in prompt for generating AI Images



Nature Images (185)

→ AI Images (120)

Hand Draw (84)

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Our innovative solutions are designed to enhance your artistic journey and connect you with a wider audience.

Read more

Recent Works

provide cutting-edge digital

Artists to showcase globally. 2022

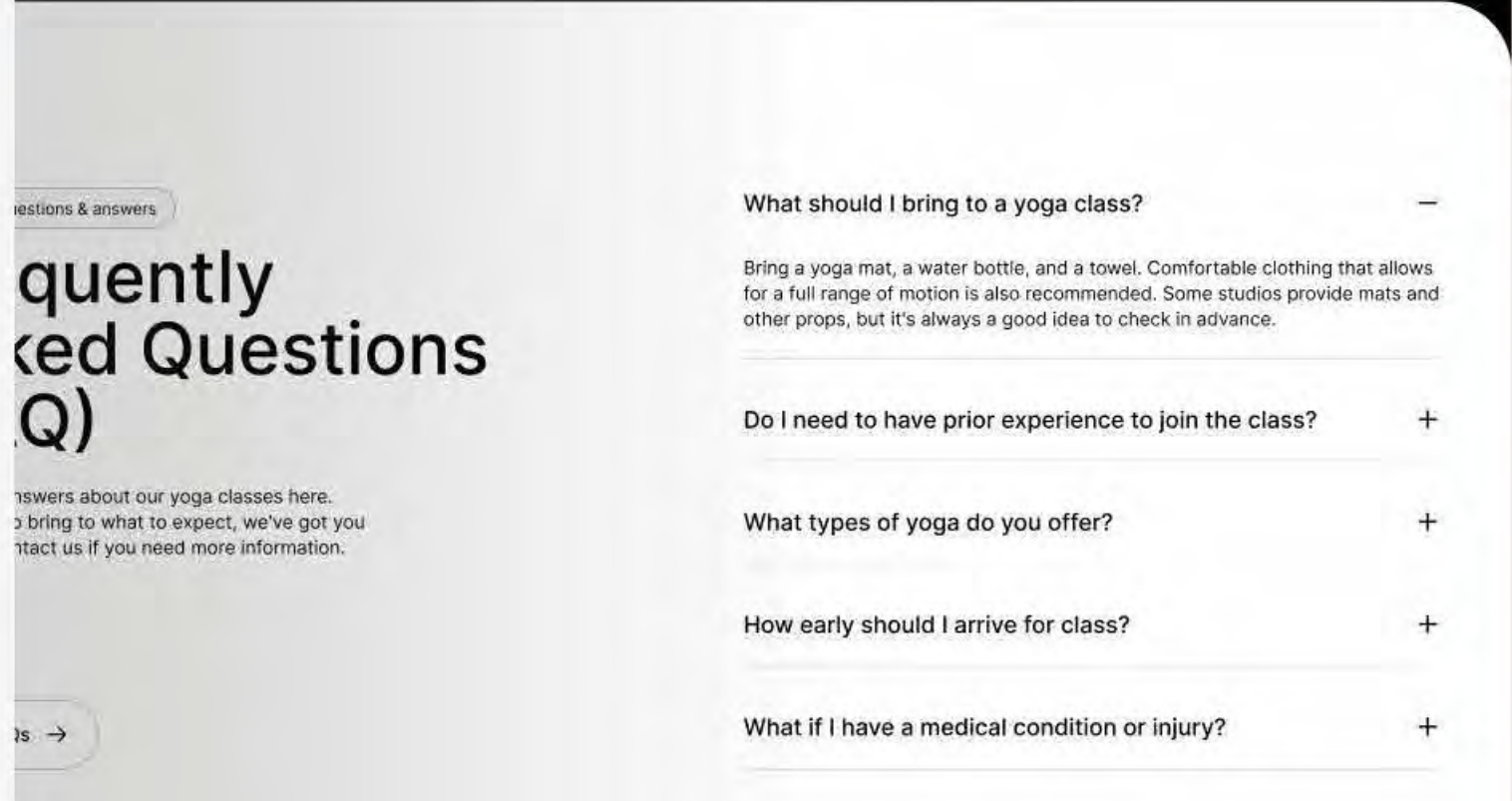
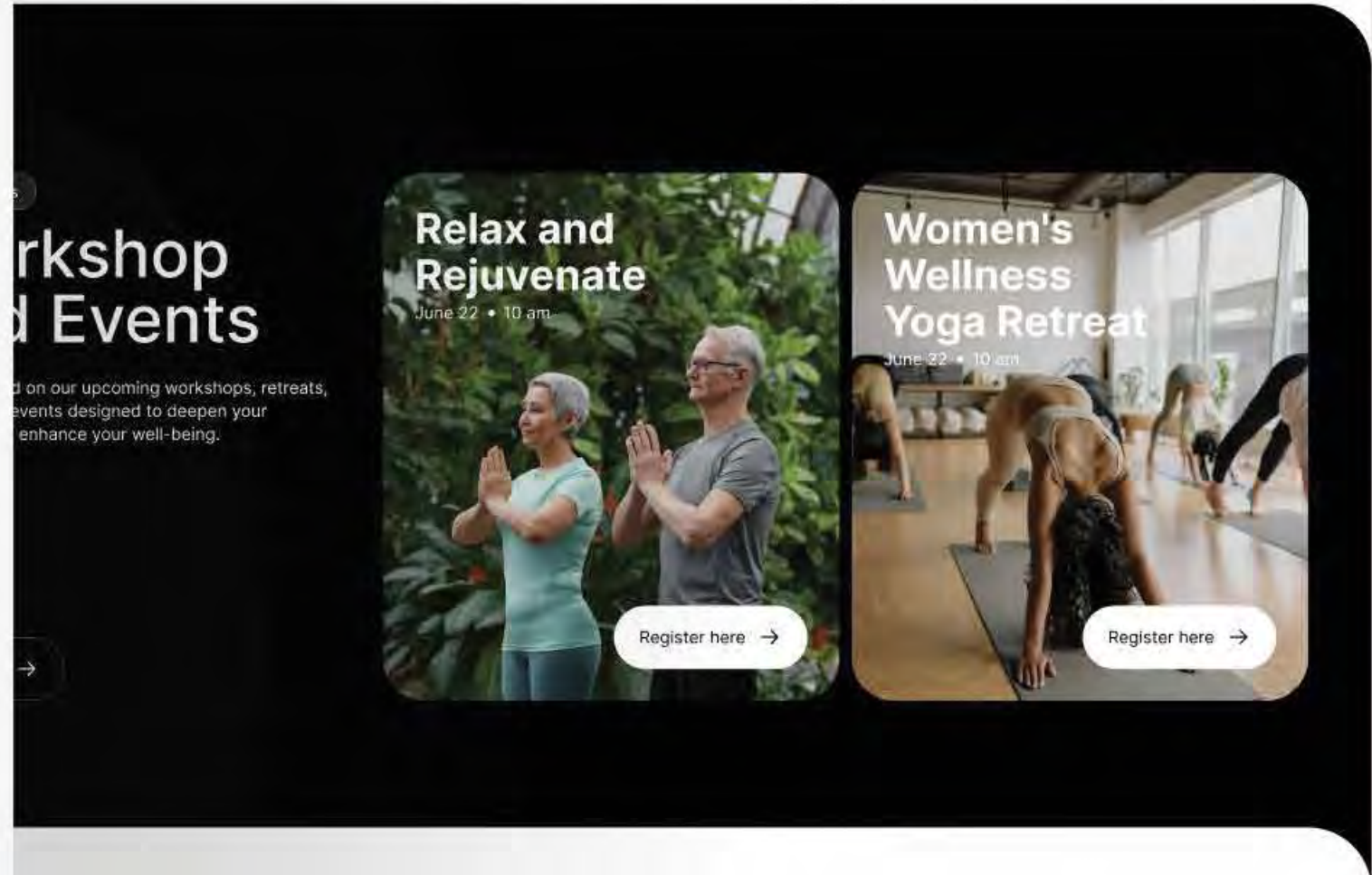
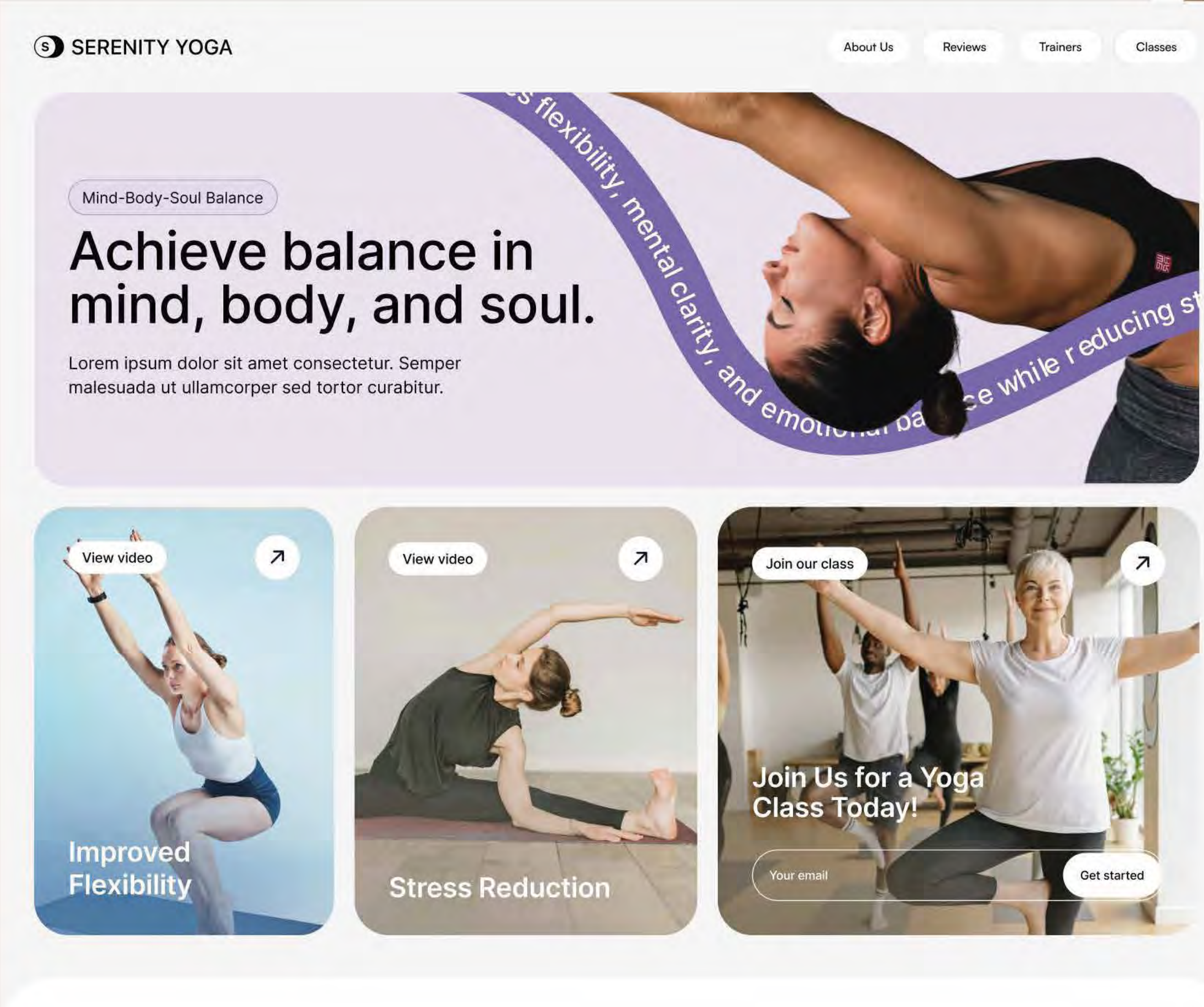
ing websites to digital exhibits. 2023



Our innovative solutions are designed

We designed to enhance your artistic journey & connect wider audience.





CLIENT **SERENITY YOGA**
INDUSTRY Wellness
SCOPE UI/UX



OOH & Campaign Design





CLIENT Umrah & Ziyarah Forum
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Outdoor Branding | Digital Presense | Look & Feel.





CLIENT Umrah & Ziyarah Forum
INDUSTRY Public Sector
SCOPE Positioning | Brand Identity | Outdoor Branding | Digital Presense | Look & Feel.



منتدى العمرة والزيارة
Umrah & Ziyarah Forum

30 MARET – 1 APRIL 2026
King Salman International Convention Center -
Al-Madinah Al-Munawwarah

Memasuki Era Baru
**LAYANAN
UMRAH**



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stc | alm | TAIBA | Qafes Alawwad
Sponsor Resmi
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INDUSTRY Automotive
SCOPE Outdoor | Creatives | Marketing Assets | Art Directions.





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CLIENT EMIRATES
INDUSTRY Airlines
SCOPE Communications | Creatives | Art Directions.





CLIENT EMIRATES
INDUSTRY Airlines
SCOPE Communications | Creatives | Art Directions.





CLIENT AUDI
INDUSTRY Automotive
SCOPE Outdoor | Creatives | Marketing Assets | Art Directions.





CLIENT DORITOS
INDUSTRY FMCG
SCOPE Print Production

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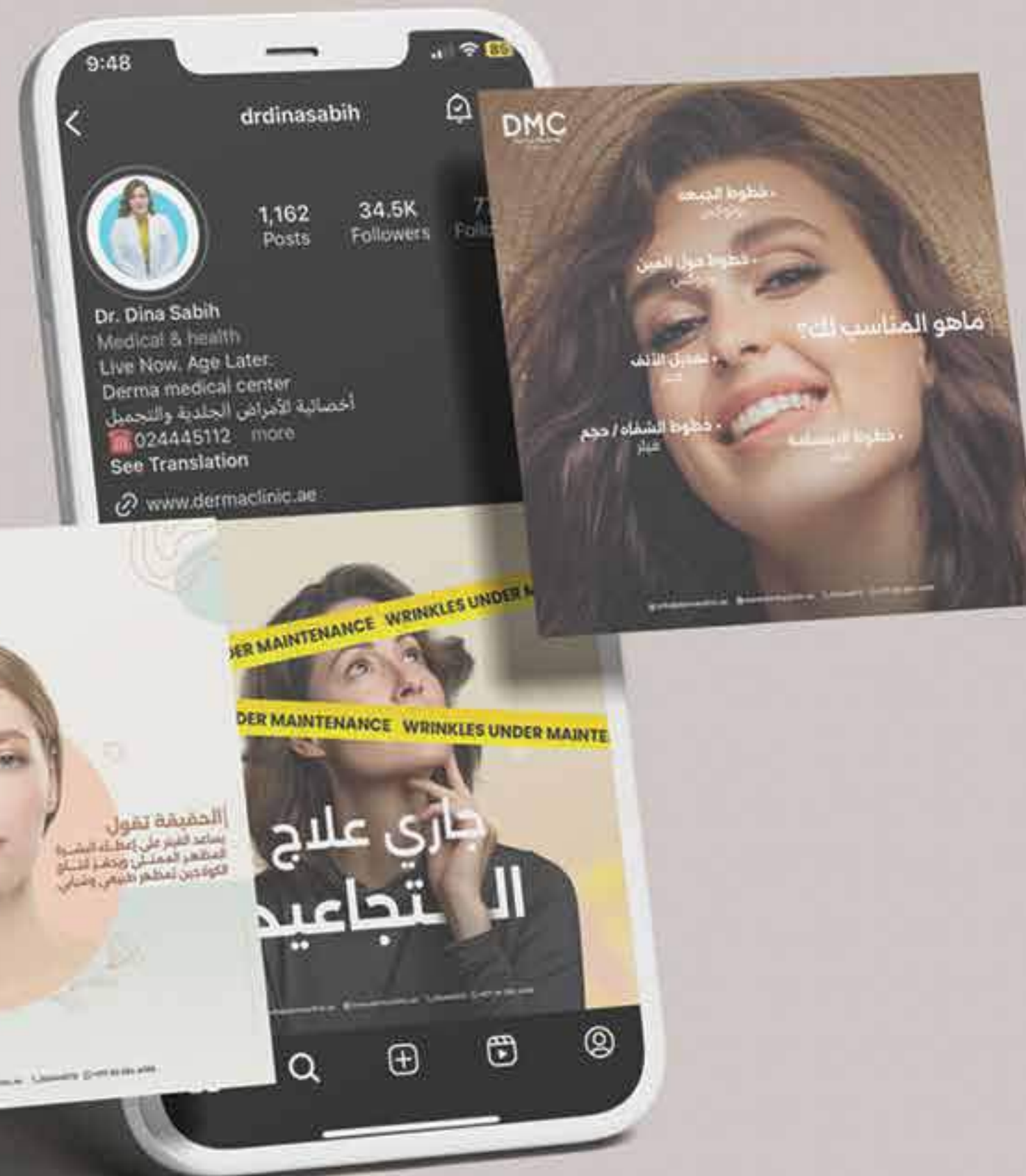
SOCIAL MEDIA





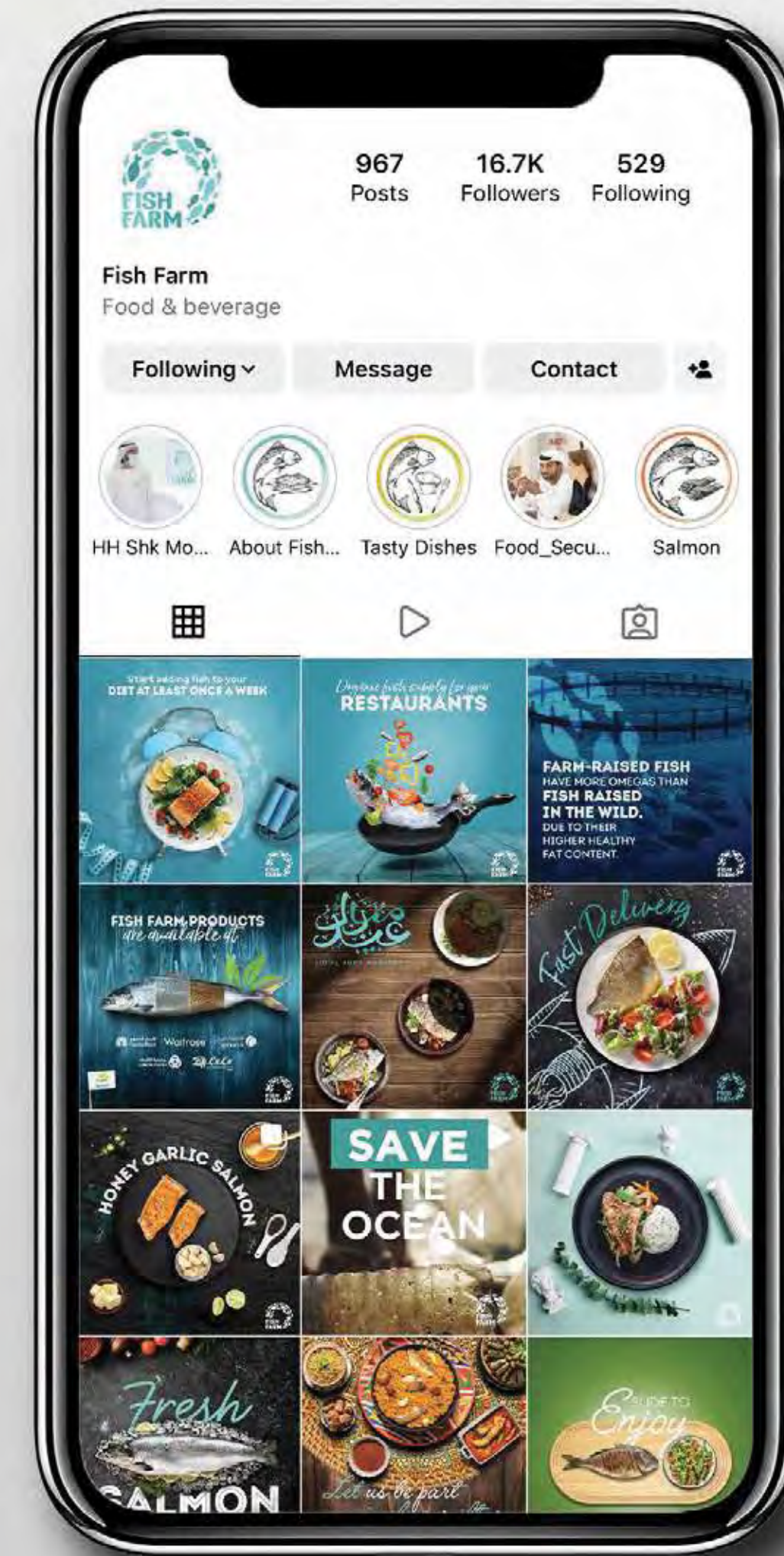
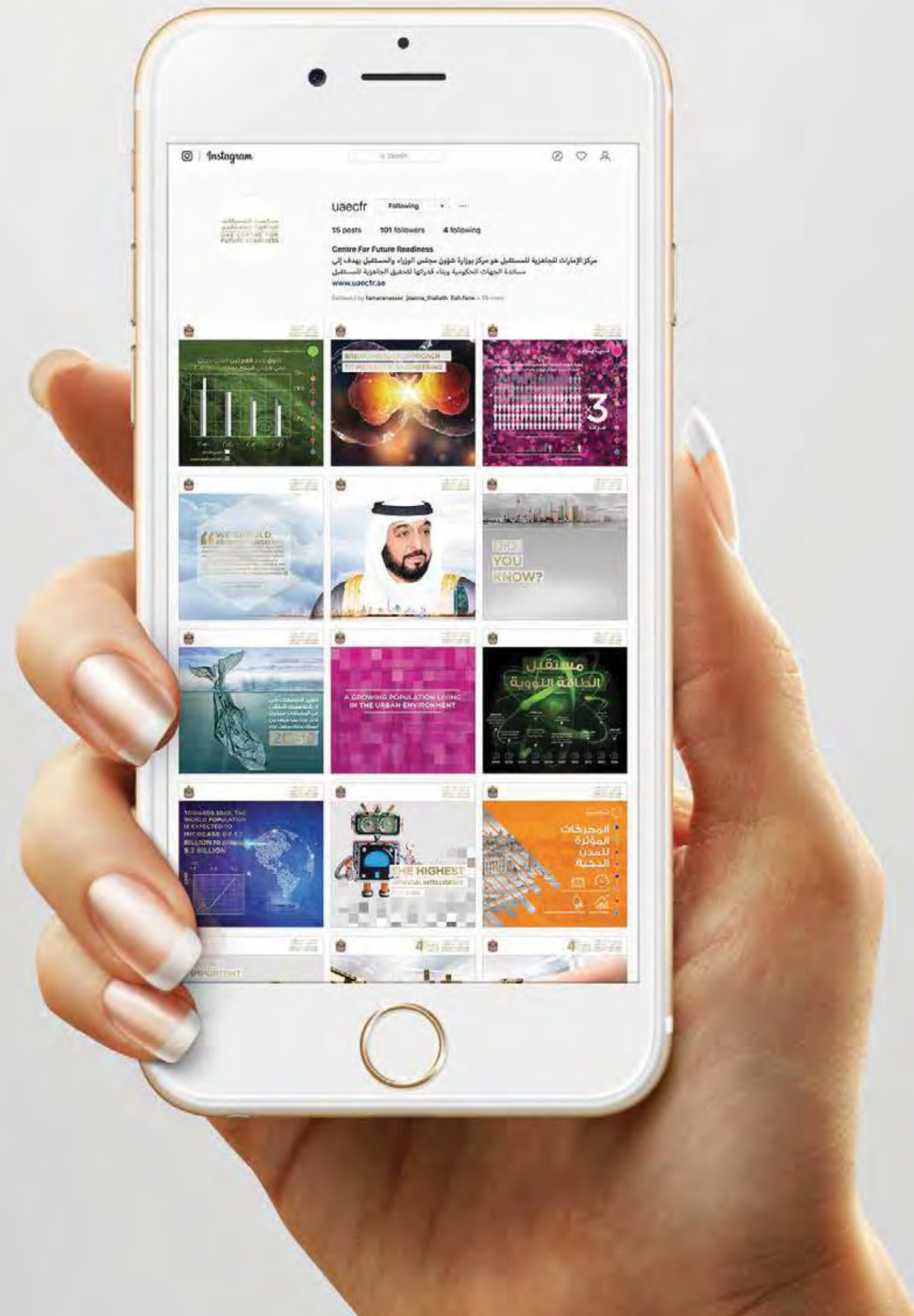
CLIENT DMC
INDUSTRY Health & Medical | Skin Care
SCOPE Social Media | Creatives | Marketing Assets | Art Directions.





CLIENT DMC
INDUSTRY Health & Medical | Skin Care
SCOPE Social Media | Creatives | Marketing Assets | Art Directions.



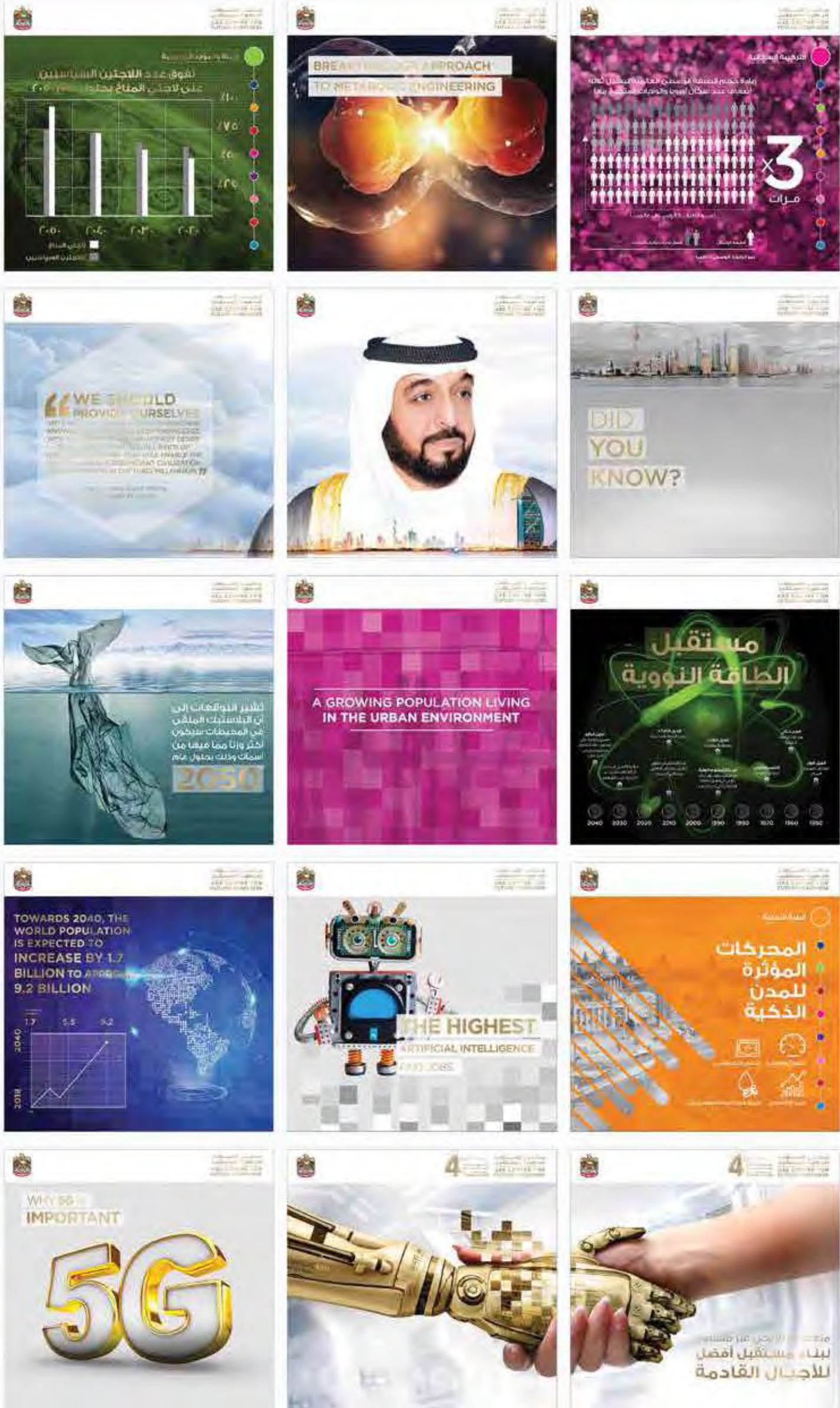


CLIENT Various

INDUSTRY Public | Theme Park | Hospitality | Restaurant | F&B | Private | Influencer

SCOPE Social Media | Creatives | Marketing Assets | Art Directions.

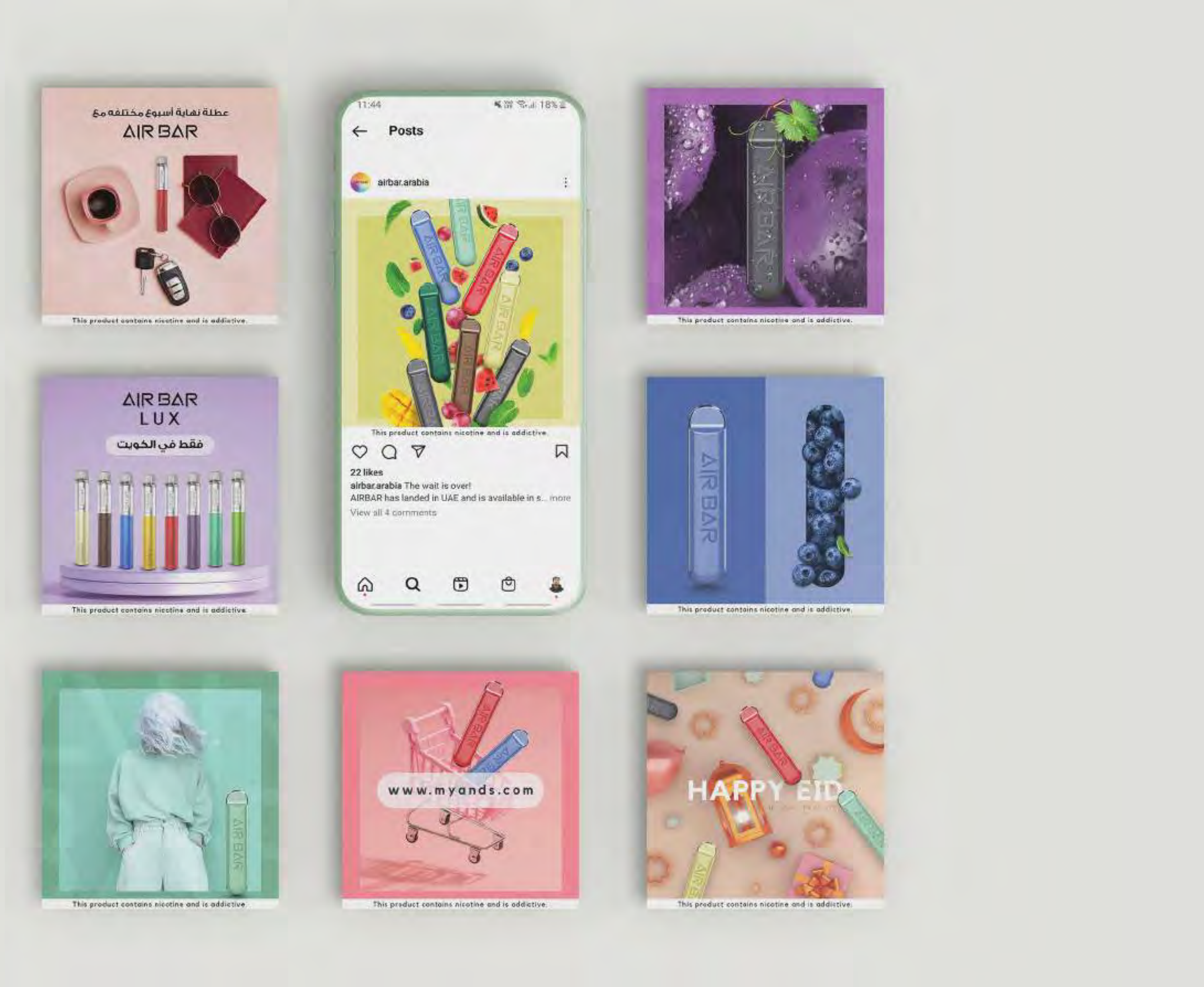




CLIENT Various

INDUSTRY Public | Theme Park | Hospitality | Restaurant | F&B | Private | Influencer

SCOPE Social Media | Creatives | Marketing Assets | Art Directions.

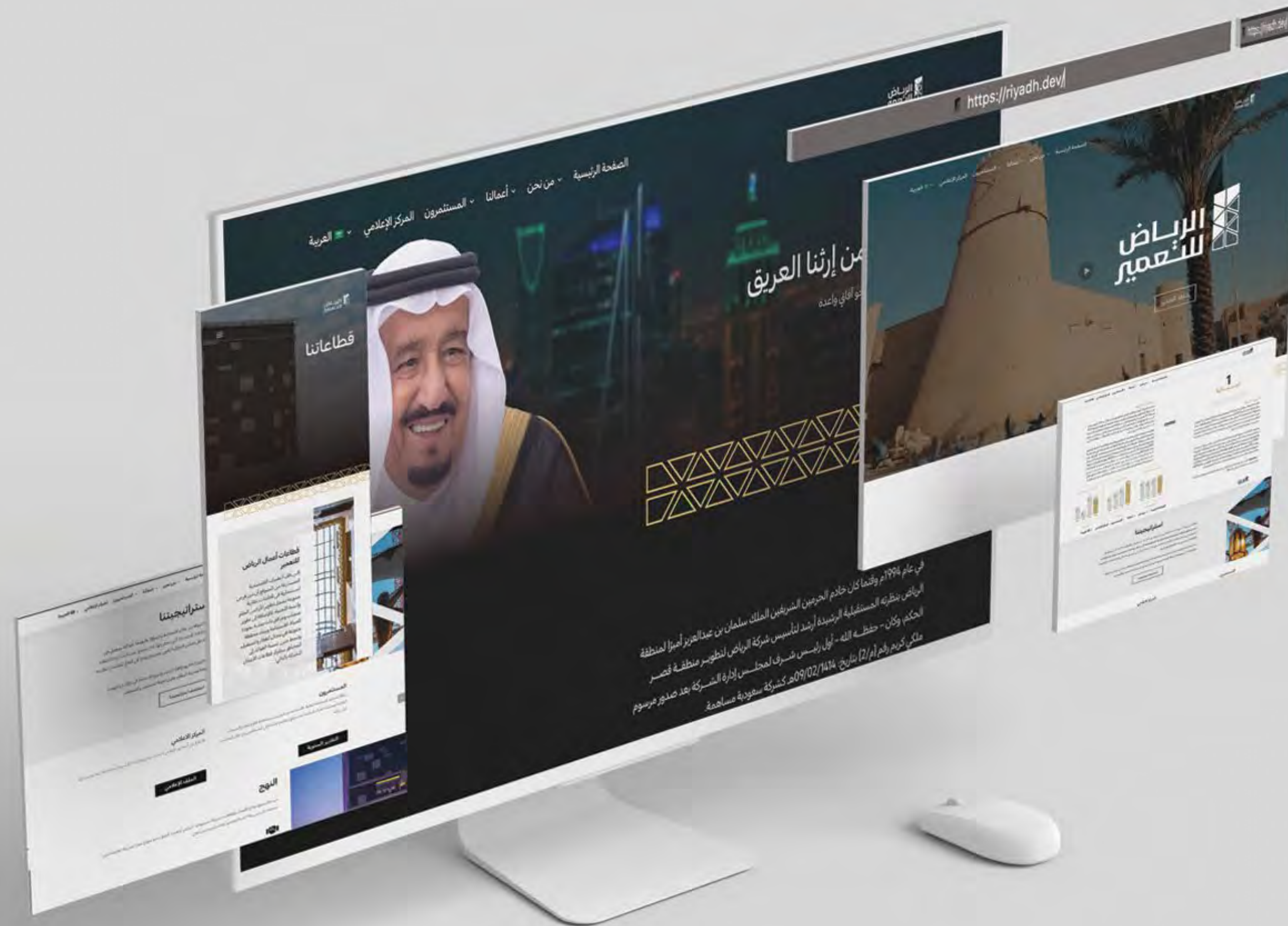




UI/UX & WEBSITES



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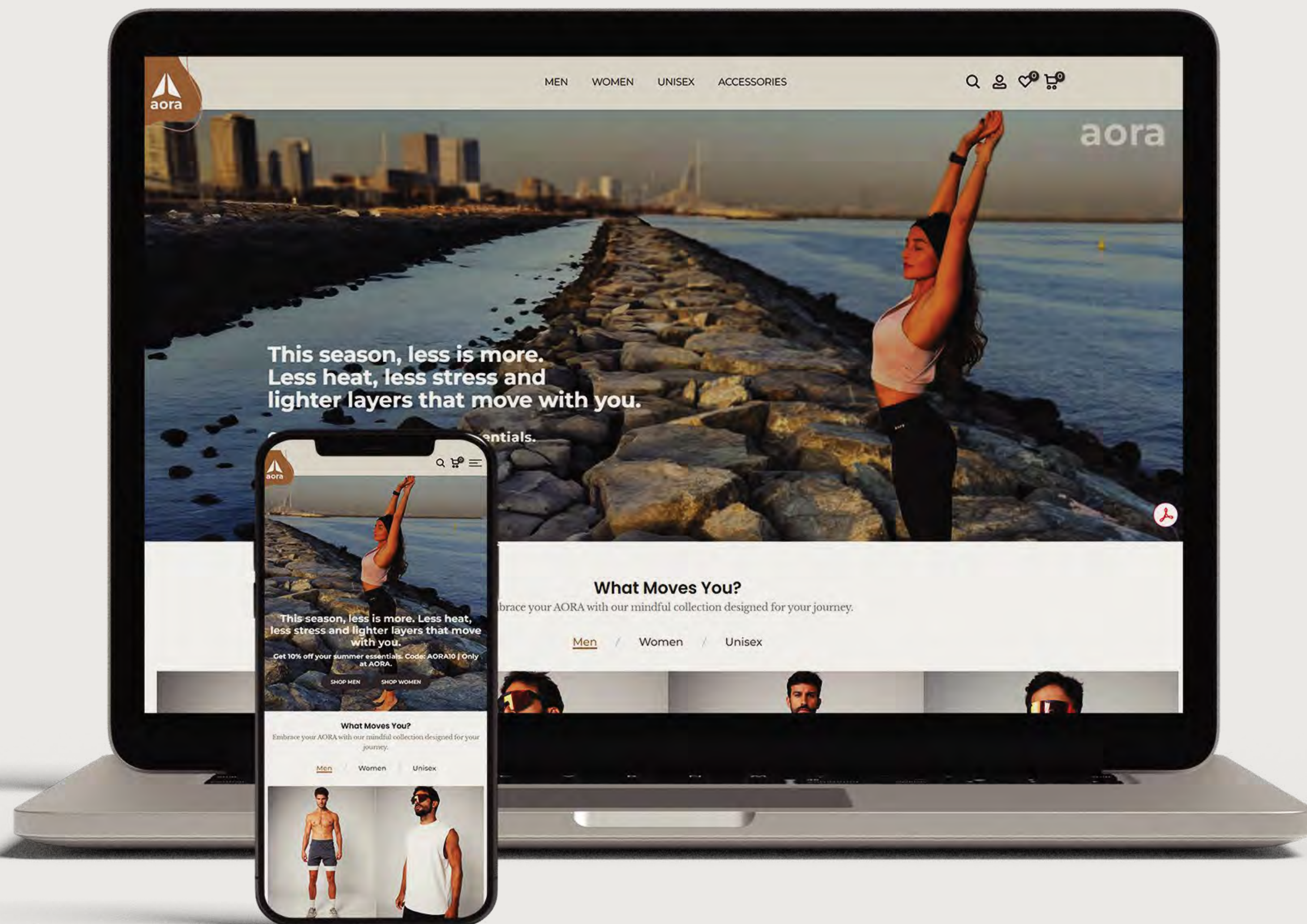


CLIENT **RIYADH.DEV**
INDUSTRY Public Sector
SCOPE UI/UX





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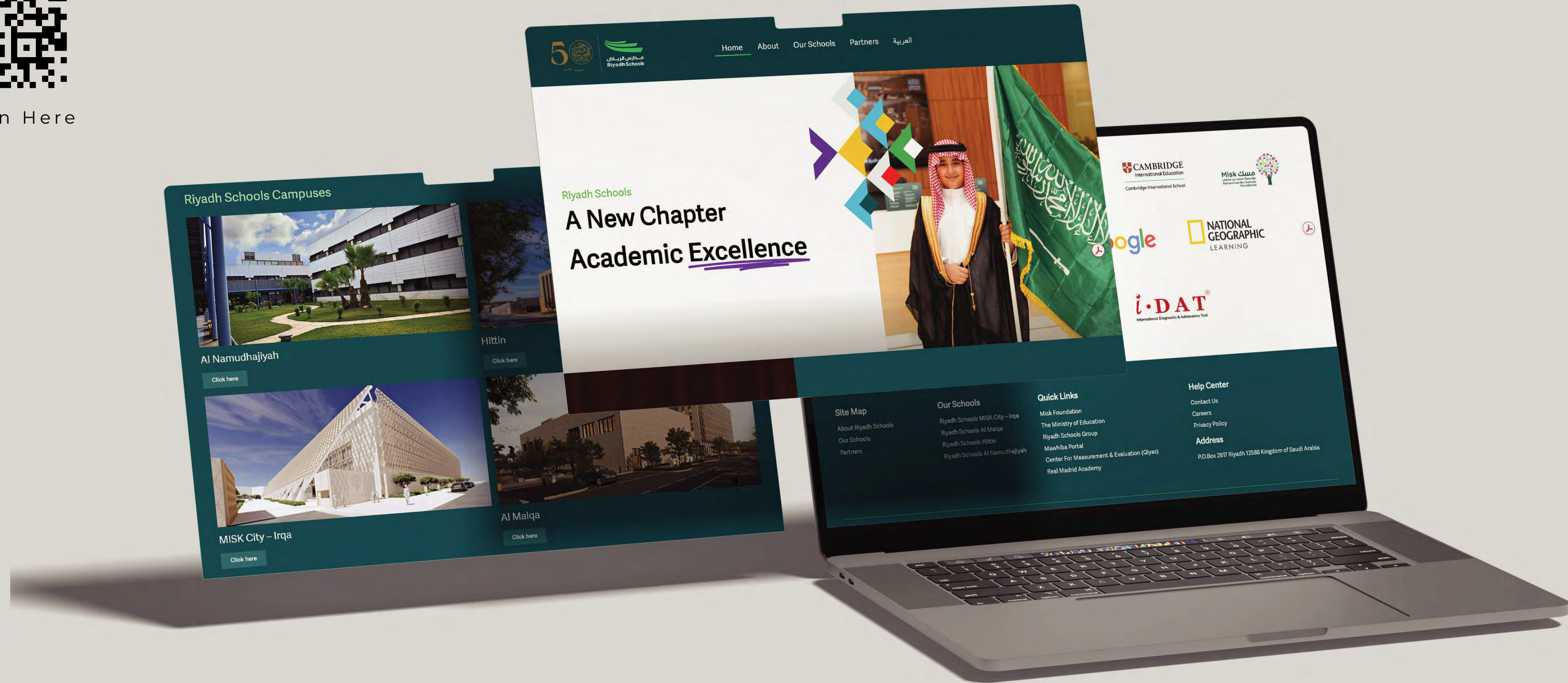


CLIENT Aora
INDUSTRY Sports Sector
SCOPE UI/UX





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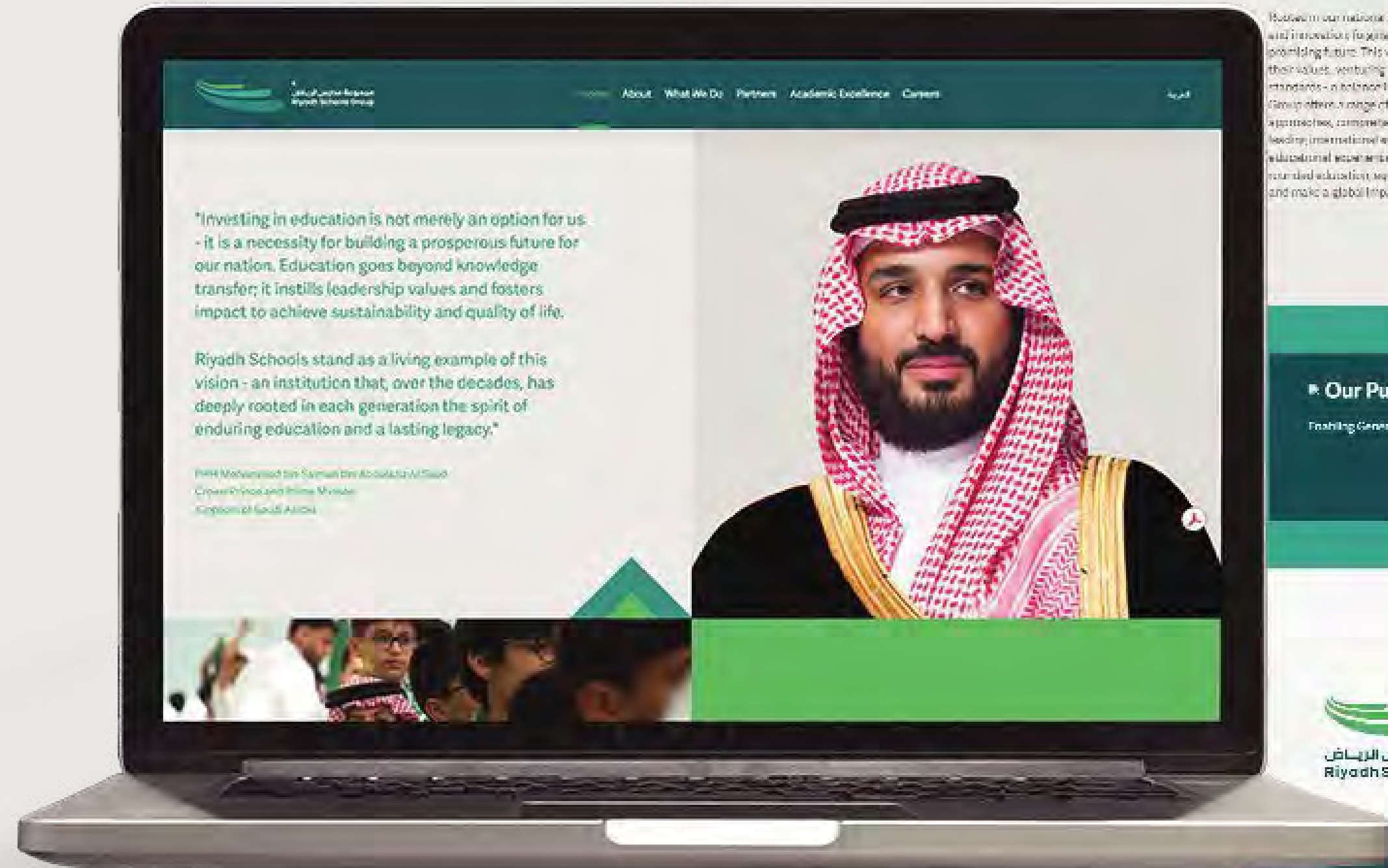


CLIENT Riyadh Schools
INDUSTRY Education Sector
SCOPE UI/UX





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CLIENT RSG Website
INDUSTRY Education Sector
SCOPE UI/UX





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CLIENT Riyadh Academy Website (Riyadh Schools)
INDUSTRY Education Sector
SCOPE UI/UX



PRINT & ADVERT





CLIENT Doritos
INDUSTRY F&B
SCOPE Print Productions

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Two shots later



Three shots later

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CLIENT **Lays**
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Full of Life



CLIENT Aquafina
INDUSTRY Beverages
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CLIENT Mountain Dew
INDUSTRY FMCG
SCOPE Print Productions

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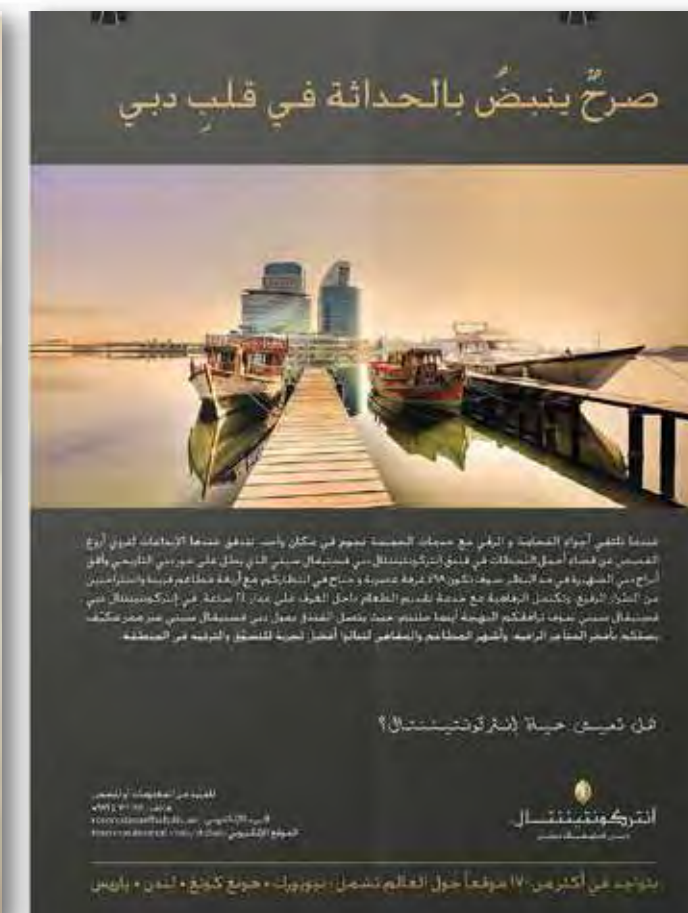


I have developed numerous artworks for magazine features, ensuring visually captivating representations of the subject matter. Additionally, I have taken the lead in conceptualizing and executing campaigns, leveraging creative strategies to effectively communicate key messages and engage the audience.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



CLIENT RAK Tourism Authority
INDUSTRY Tourism
SCOPE Magazine Ads | Creatives | Marketing Assets | Art Directions.





CLIENT Various

INDUSTRY F&B | Hospitality

SCOPE Magazine Ads | Creatives | Marketing Assets | Art Directions.



PACKAGING



CLIENT SELFIE LAB
INDUSTRY Skin Care
SCOPE Packaging





CLIENT LUMONE
INDUSTRY F&B
SCOPE Packaging

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THANK YOU

WORK OVERVIEW

PREPARED BY
WAQAS MOHAMMED AMIN

