

The logo consists of the lowercase letters 'a' and 'g' in a black, serif font, positioned within a white square.

Strategic visionary with a creative edge,  
leading teams to shape brand narratives  
with precision and passion

*aleksandar.work*

Branding & Brand Management / Creative & Direction / Team Management / Entrepreneurship

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## Aleksandar Georgievski

Branding & Brand Management / Creative & Direction / Team Management / Entrepreneurship

As an accomplished professional with two decades of experience, including 12 years in the UAE market, across diverse creative work and media areas, I bring an unwavering commitment to excellence and a passion for success to every project I undertake.

As a dynamic leader, I have a proven track record of developing and motivating high-performing teams to achieve ambitious goals and deliver outstanding results. With a strong focus on branding project management, I can guide initiatives from conception to successful completion, using a logical and innovative approach to overcome challenges and achieve success.

Throughout my career, I have worked closely with a variety of brand and creative agencies, enabling me to seamlessly manage communication between clients and agencies and drive positive outcomes for all stakeholders. As a Senior Brand Lead and Creative, I have consistently delivered outstanding results, working within strict budgetary constraints and delivering exceptional solutions that exceed expectations.

With a talent for strategic planning, innovative problem-solving, and a dedication to excellence in all that I do, I am confident that I can make a valuable contribution to any team or organization that values innovation, creativity and outstanding results.

### Area of expertise

- Brand Development
- Brand Identity and Guidelines
- Brand Management
- Creative & Art Direction
- Print & Communications
- Photo & Video Shoots Direction
- Project and Team Management

### Top skills

- Creative & Direction
- Brand Management
- Strategic Thinking



# Projects I've been working on

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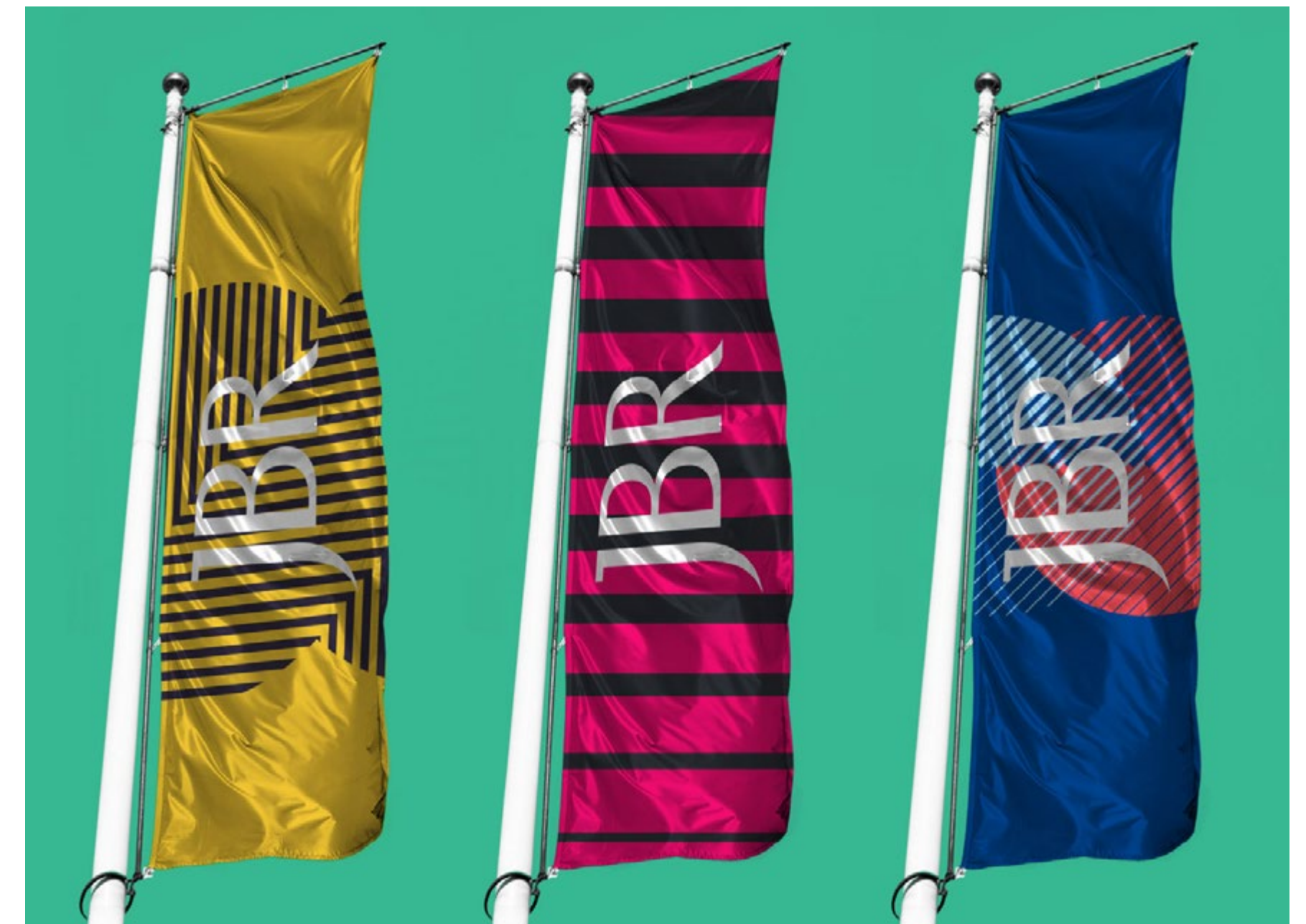
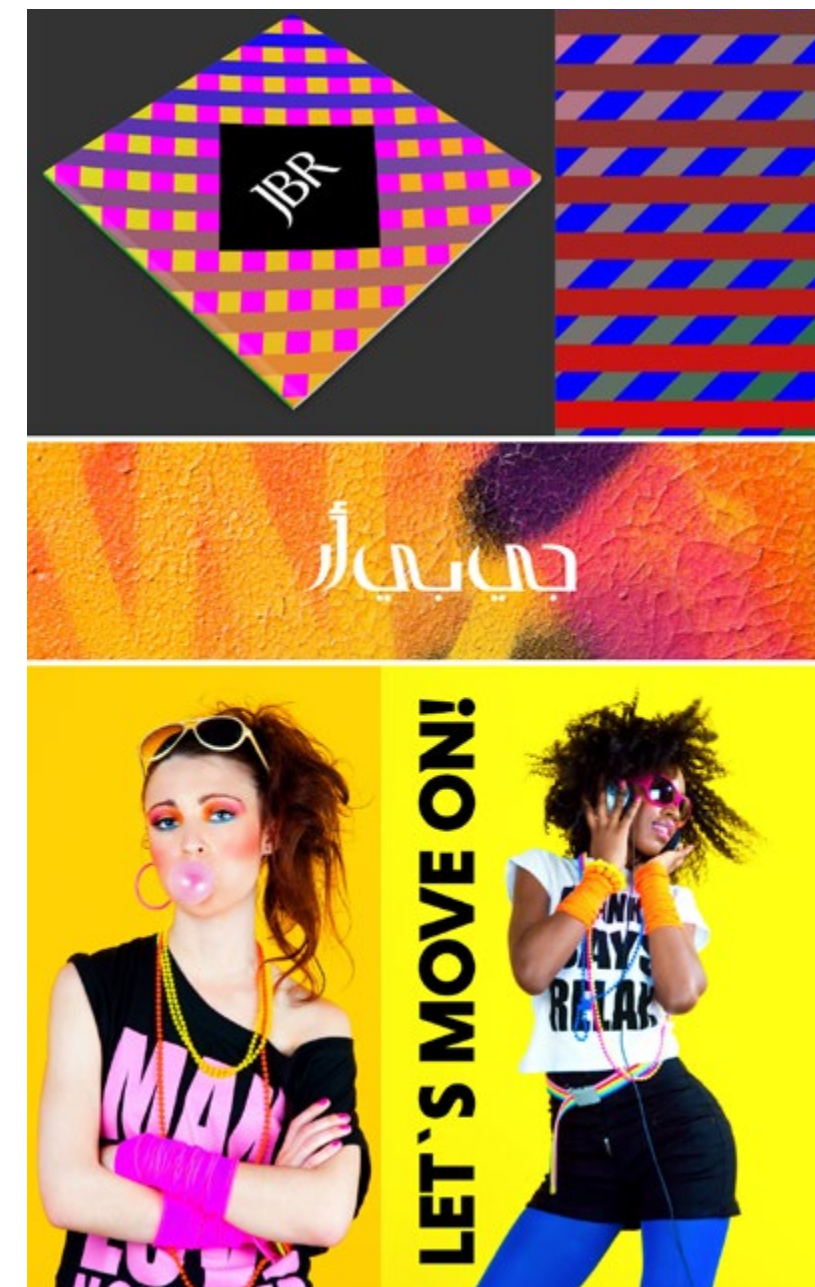
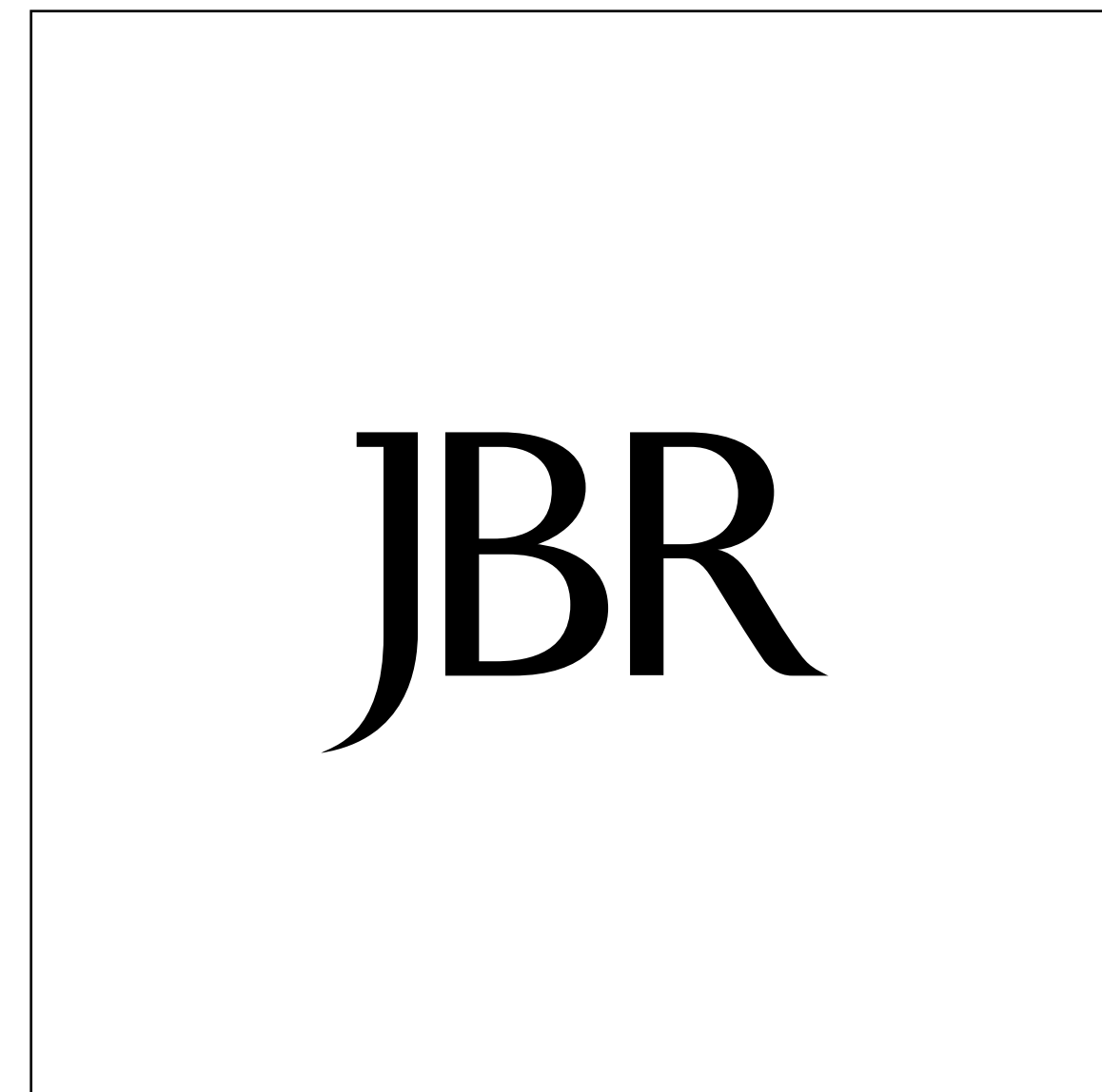
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# BRAND CREATION

CLIENT: DUBAI PROPERTIES, UAE

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

Jumeirah Beach Residence is one of the most prominent and popular destinations in the UAE, across GCC and the middle east. My task was to create an artistic brand that fits the modernity and vibrancy of such destination that caters to all age groups and nationalities.



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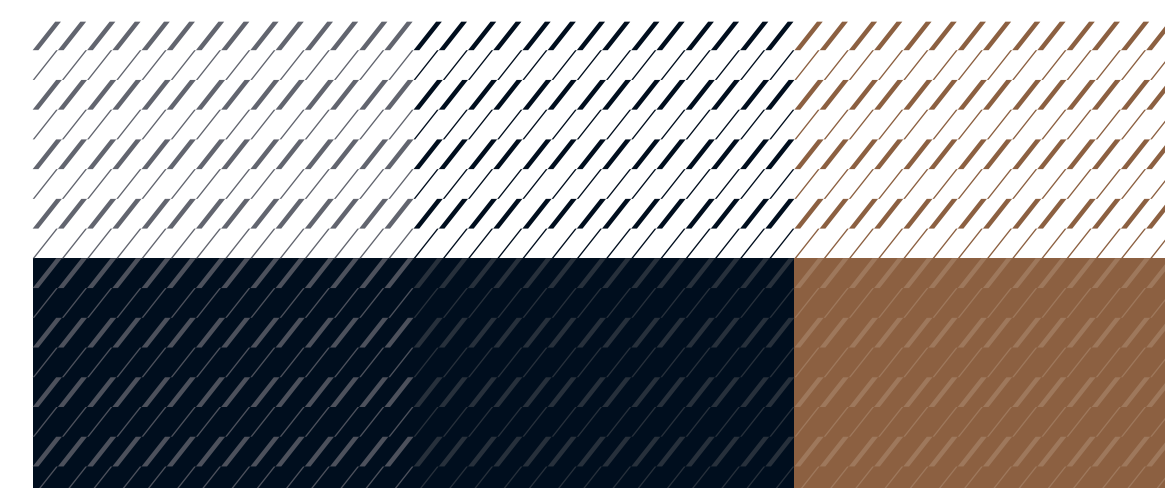
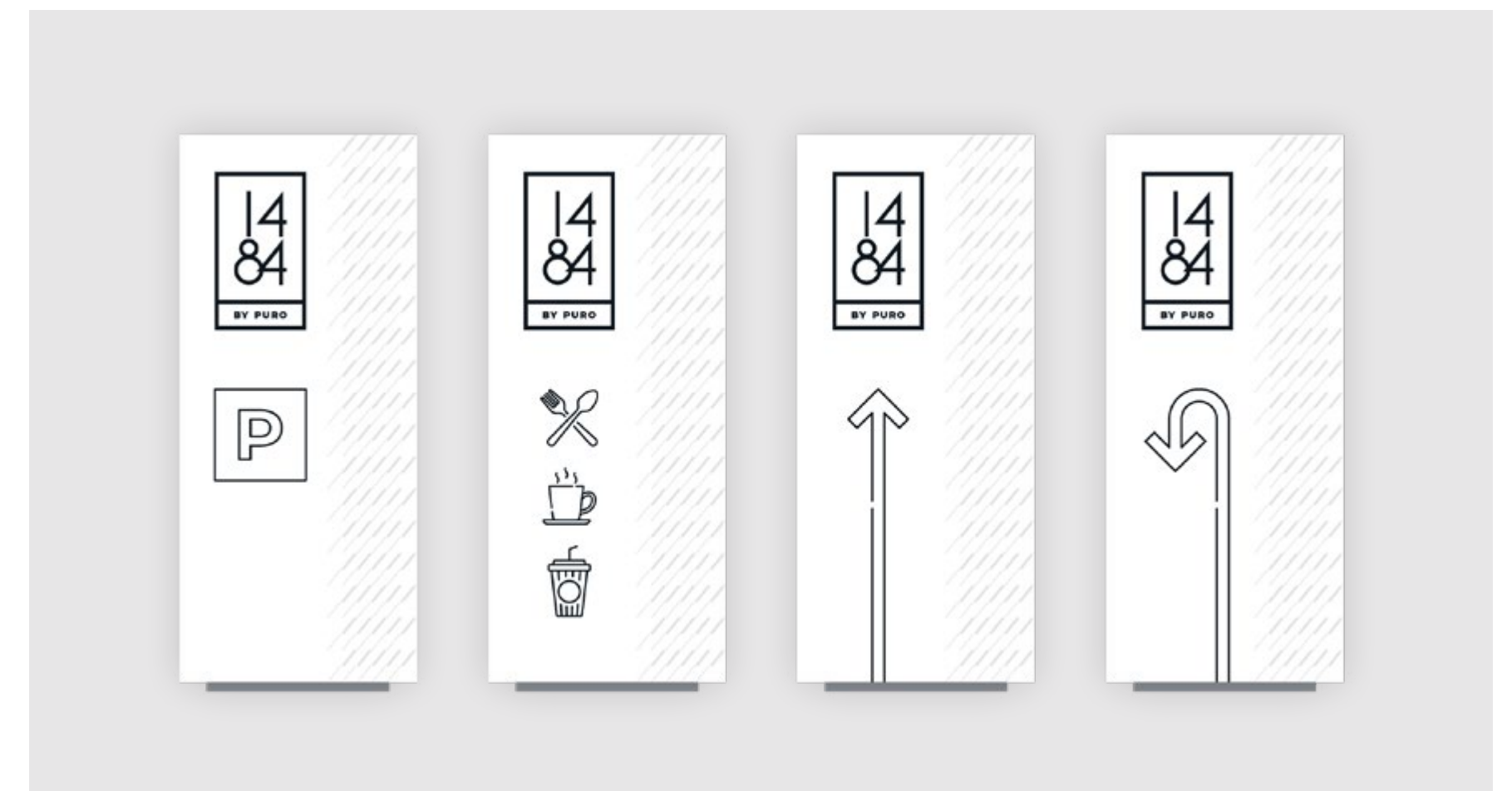
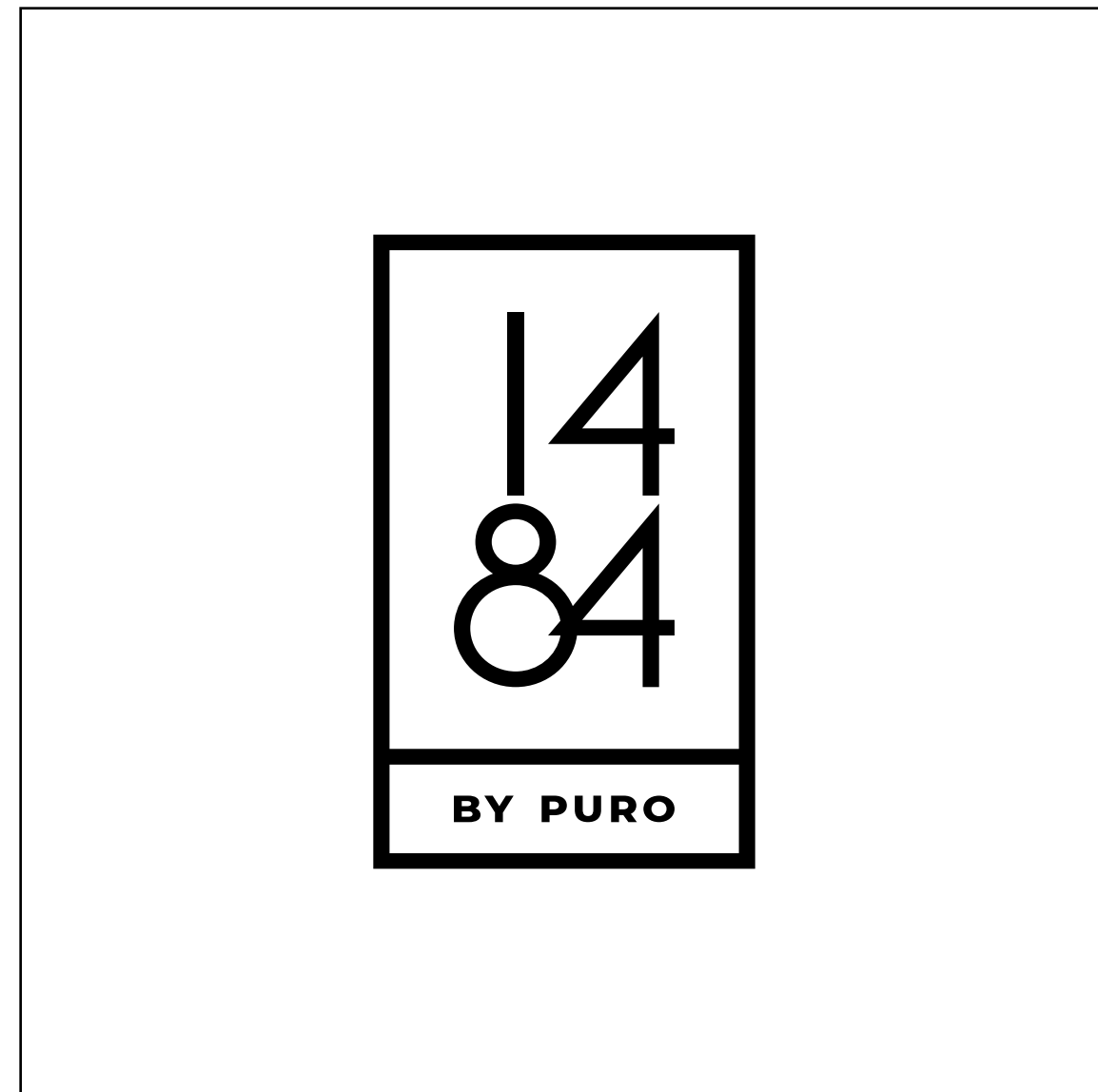
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# BRAND CREATION

CLIENT: RAK HOSPITALITY HOLDING, UAE

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS •  
MENU CREATION • APPARELS

1484 by Puro is the latest addition to the F&B gastronomy by RAK Hospitality Holding. The name is inspired from its location on Jebel Jais mountain; being 1484 altitudes above the sea level. My task was to create an elegant hospitality brand that fits the fine dining offerings for the ones who'd love to come for the spectacular view.



# BRAND CREATION

CLIENT: DUBAI HOLDING, UAE

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

Action Hub is the latest recreational addition from Dubai Holding. The name is inspired by the activities that caters to skaters, sports and healthy lifestyle seekers. My task was to create a vibrant and active brand that fits the action sports lovers.



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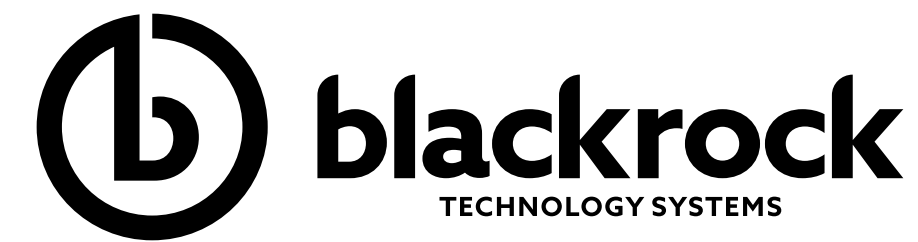
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# BRAND CREATION

CLIENT: BLACKROCK TS, GERMANY

VISUAL IDENTITY • STATIONERY • BRAND APPLICATIONS • PROMOTIONAL MATERIAL • APPARELS

Blackrock Technology Systems is the latest company under Blackrock Security Systems. They are the official distributors of Dahua products, covering the DACH region. My task was to create a subtle, corporate and elegant brand that fits their B2B model in Germany, Austria and Switzerland.



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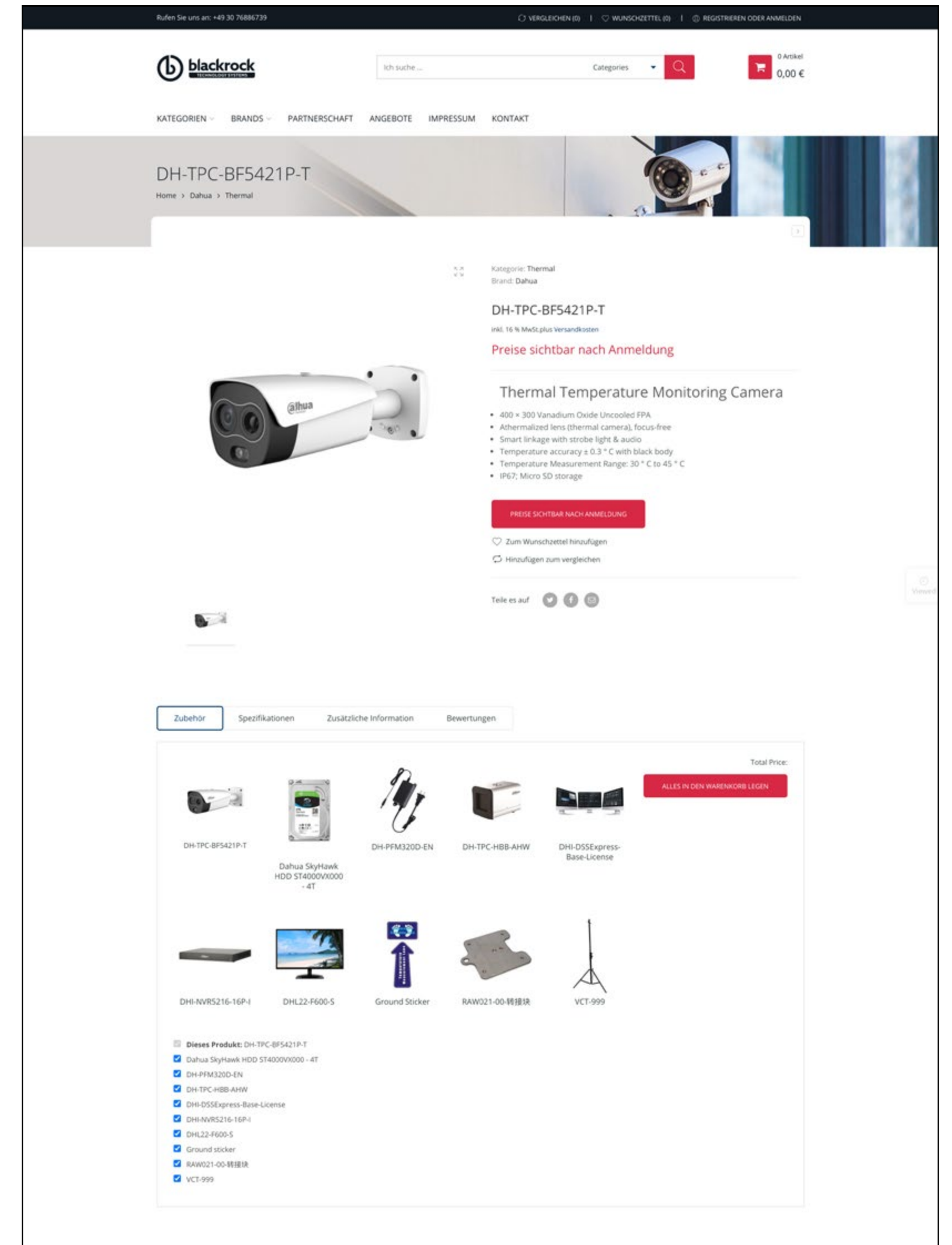
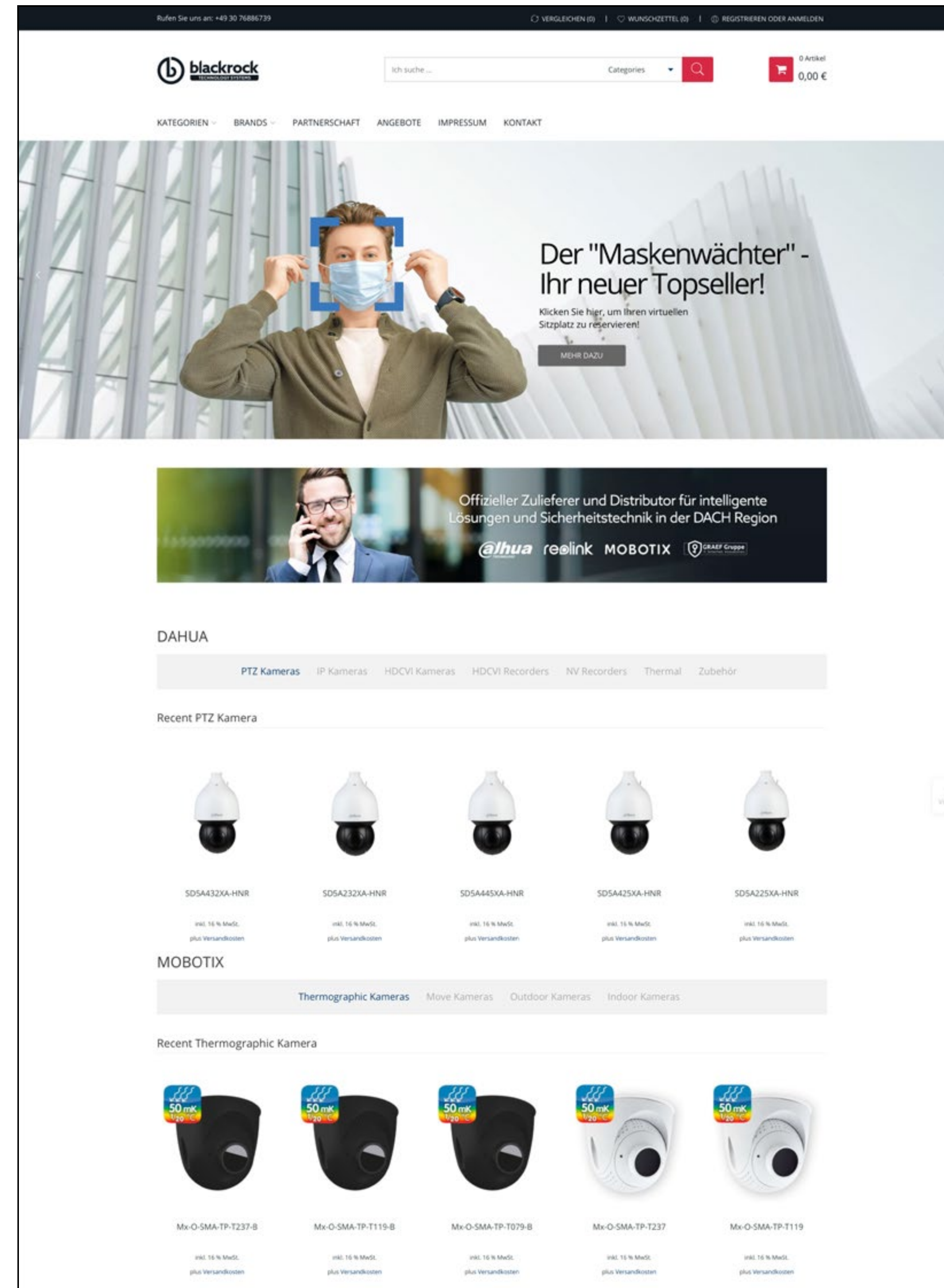
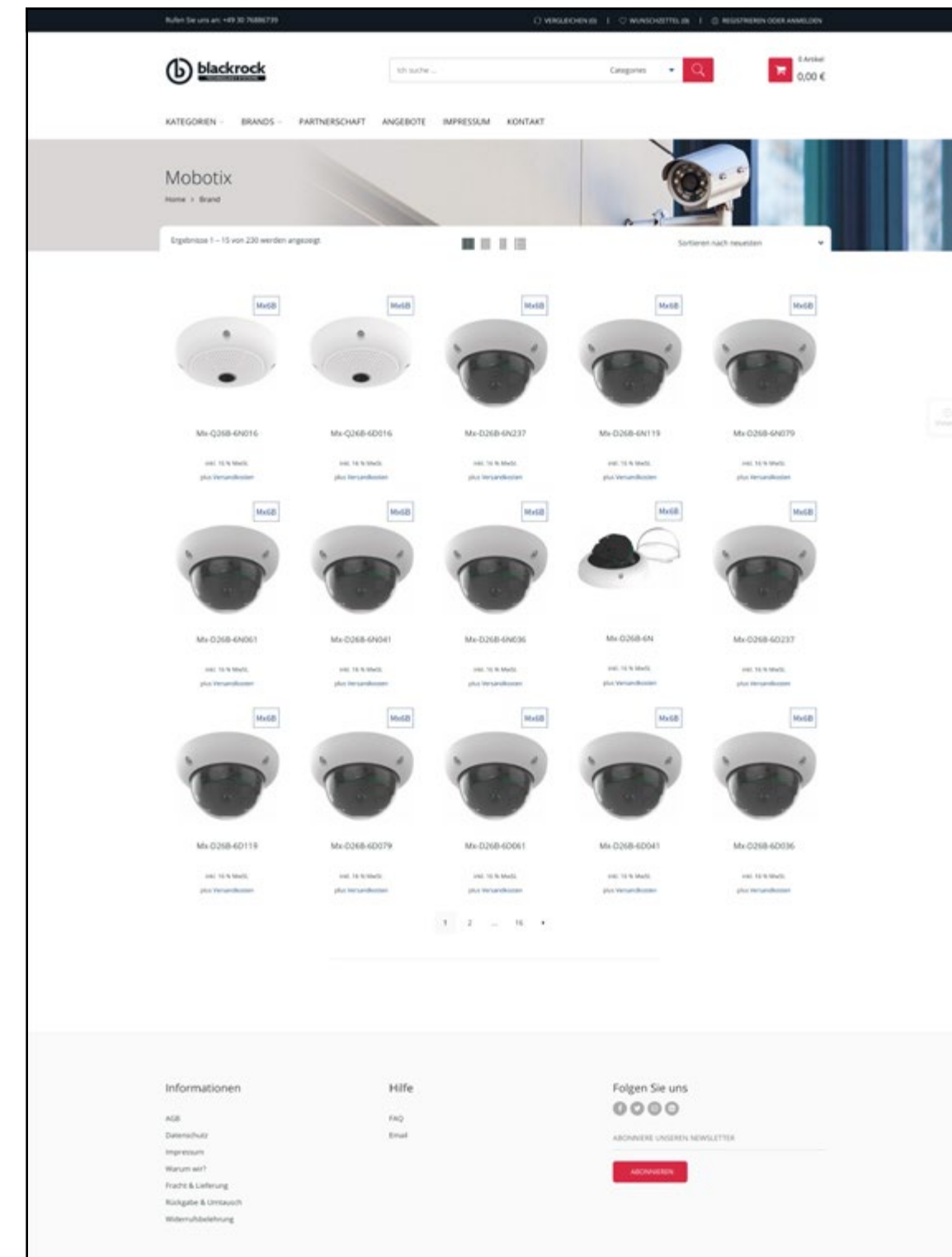
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# ONLINE STORE

CLIENT: BLACKROCK TS, GERMANY  
 WEB DESIGN • WEB DEVELOPMENT • E-COMMERCE

Blackrock Technology Systems is the latest company under Blackrock Security Systems. They are the official distributors of Dahua products, covering the DACH region. Following their brand creation; my task was to create their e-commerce website that caters through the B2B model and their different partnerships programs.



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E-COMMERCE • TECHNOLOGY • SECURITY SYSTEMS



# SERVICE LANDING PAGE

CLIENT: BLACKROCK SS, GERMANY  
LANDING PAGE DESIGN AND DEVELOPMENT

TravelTracker is the latest service launched that is provided by Blackrock Security Systems GmbH. They are the official distributors of a global travel monitoring application and devices within the DACH region. My task was to create a modern, vibrant and elegant landing page that presents their products and services of this advanced technology across Germany, Austria and Switzerland.



**TRAVELTRACKER** Überblick Merkmale & Vorteile Die Technologie Produkte Verfügbar auf

WILLKOMMEN

## Die beste Lösung für die Sicherheit Ihrer Mitarbeiter

Mit unserer weltbekannten App können Sie Ihre Mitarbeiter von überall aus auf der Welt orten und sichern.

Mehr wissen

### Smartphone-Tracking-Anwendung

Unser Travel Tracker ist eine GPS-Tracking-Anwendung, die Personen, die um die Welt reisen, lokalisieren kann. Der Travel Tracker funktioniert auf nahezu allen Mobilfunkgeräten, sowie auf Satellitentelefonen.

Der Travel Tracker verwendet GPS und andere Technologien, um die besten GPS-Tracking-Updates auch in Innenräumen bereitzustellen. Mithilfe von Geo-Zaun- und Funkknopf-Warnungen können wir oder Ihre Sicherheitsabteilung Ihre Mitarbeiter orten, schützen und auf sie reagieren, wenn sie in Gebiete mit erhöhtem oder hohem Risiko reisen.

Das Travel Tracker Ortungssystem verfügt über eine patentierte Technologie, die weltweit in GSM-, 3G-, 4G-, LTE-, 5G-, WCDMA- und CDMA-Netzen funktioniert. Durch die Kompatibilität mit Satellitentelefonen ist die Ortung auch an den entlegensten Orten der Welt möglich.

- Sicherheit
- Mobilfreundlich
- Überwachung

### Neueste Tracking-Handy-Anwendung

Unsere Tracker funktionieren mit allen Telefongenerationen, allen Betreibern und auf der ganzen Welt.

#### Mitarbeiterortung

Durch die regelmäßige GPS-Aktualisierung auf unserer sicheren Webplattform kann unser Incident-Team aktuelle Standorte weltweit verfolgen. Sogar der Akkustand und die Signalstärke des Smartphones werden angezeigt.

#### Panik Knopf

Verwandeln Sie Ihr Smartphone in eine GPS-Tracker mit verdeckter Panik-Tastenfunktion. Benachrichtigung werden in Echtzeit per SMS und E-Mail gesendet.

#### Geo-Eingrenzung

Definieren Sie Gebiete mit hohem Risiko und sichere Zonen, indem Sie eine beliebige Form auf eine Karte zeichnen. Erhalten Sie Benachrichtigungen, wenn Mitarbeiter Geo-Zaune betreten und verlassen.

#### Incident Verwaltung

Kommt es zu einem globalen Vorfall verwenden Sie unseren Travel Tracker, um sich die aktuelle Position eines Mitarbeiters in der Nähe anzuzeigen zu lassen. Sie können diesen sofort mit einer SMS informieren.

#### Datenschutzmodus

Definieren Sie Risikogebiete und sichere Zonen, indem Sie diese auf eine Karte einzeichnen. Erhalten Sie Benachrichtigungen, wenn Mitarbeiter Geo-Zaune betreten und verlassen.

#### Travel Tracker Massenbenachrichtigung

Kontaktieren Sie Ihre Mitarbeiter über InApp-Nachrichten, SMS, E-Mail und einem automatisierten Telefonanruf in einer Krisensituation. Sie können sich die Antworten der Mitarbeiter in dem Travel Tracker Secure Portal anzeigen lassen.

## Das obige Diagramm zeigt, wie Travel Tracker ein GPS-Smartphone auf seiner Reise um die Welt verfolgen kann.

Nach der Installation startet der Travel Tracker automatisch und wird im Hintergrund ausgeführt.

Alle Standort-Updates werden an das sichere Travel Tracker Portal weitergeleitet.

Bei einem Ausfall des Mobilfunknetzes, werden Standort-Updates lokal im Gerät gespeichert und bei einer erneuten Datenverbindung an das sichere Travel Tracker Portal hochgeladen.

Der Tracker ist Akkuschonend, dank intelligenter Verbrauchsoptimierung.

Ihre Daten werden sicher und DSGVO Konform gespeichert.

Merkmale

Unser Travel Tracker ist plattformübergreifend verfügbar und kann auf verschiedene Arten installiert werden, von schnell bereitgestellten gehosteten Lösungen bis hin zu hochsicheren Unternehmens-Firewall-Lösungen.

Für weitere Informationen zu den verfügbaren Geräten und Installationsoptionen füllen Sie bitte das folgende Formular aus. Wir werden uns innerhalb von 48 Stunden bei Ihnen melden.

Vorname:

Nachname:

Email:

Nachricht:

Senden

### Verfügbar auf

Der Travel Tracker wurde für alle Plattformen und Betriebssysteme entwickelt und optimiert.

apple android iridium

Blackrock Security Systems GmbH, Ziadellenweg 20e, 13599 Berlin  
T: +49 30 76886739, E: support@blackrocksecurity.de

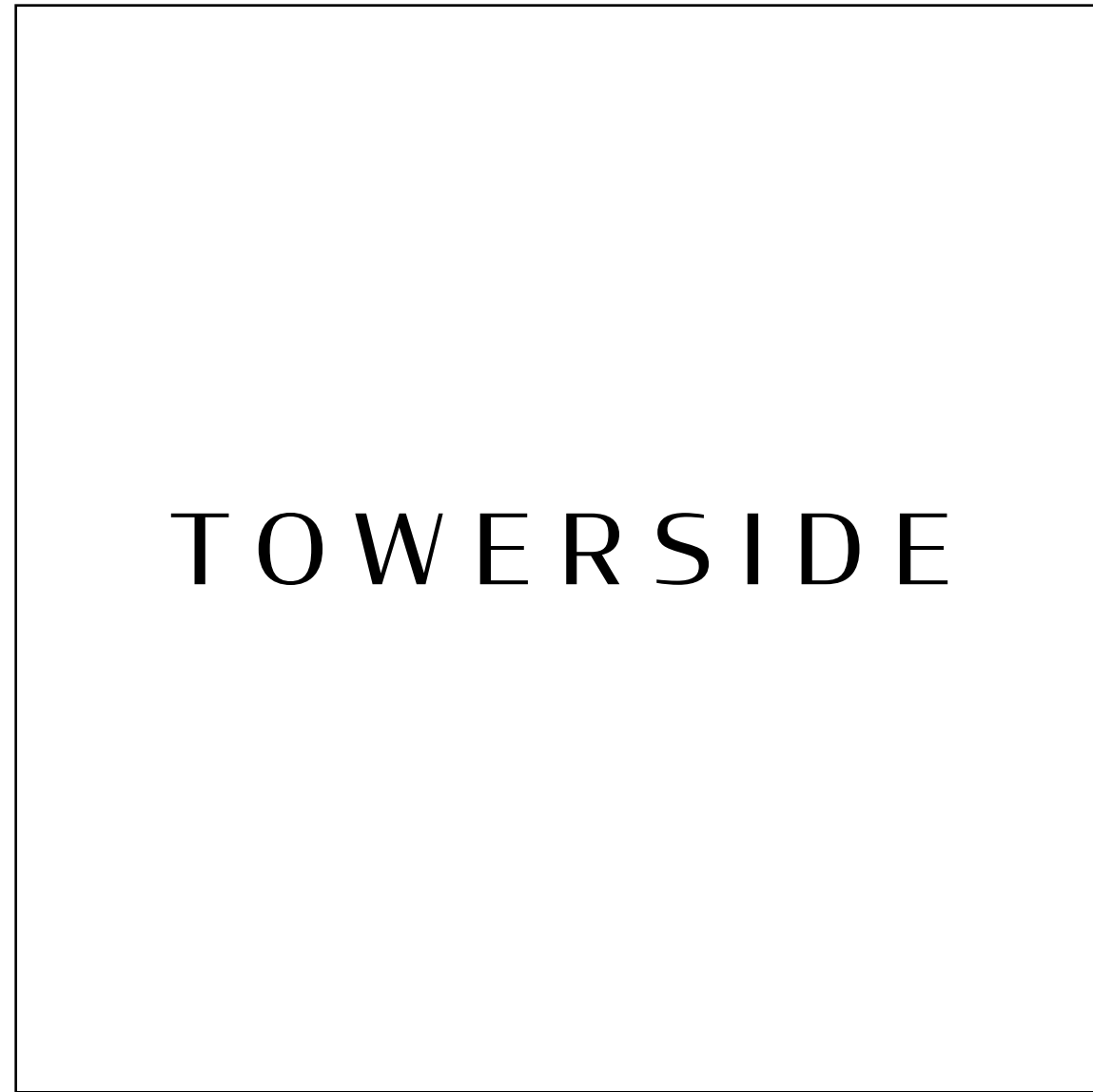
**blackrock** SECURITY SYSTEMS

# BRAND CREATION

CLIENT: DUBAI PROPERTIES, UAE

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

Towerside is one of the latest residential and commercial projects by Dubai Properties. My task was to create an elegant brand that fits their offerings of high-end living towers and commercial facilities.



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REAL ESTATE • MIXED USE • RESIDENTIAL

# DIGITAL CAMPAIGN

CLIENT: AL HAMRA REAL ESTATE, UAE

DIGITAL & SOCIAL MEDIA CAMPAIGN • LANDING PAGE •  
DIGITAL BANNERS • PERFORMANCE REPORTS

Live & Work is the very first program in the UAE that offers a 12-year visa when purchasing any unit starting from less than AED 500,000. My task was to create a digital and social media campaign that is widely spread across the UAE for 6 months.



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REAL ESTATE • COMMUNITY • VISA PROGRAM

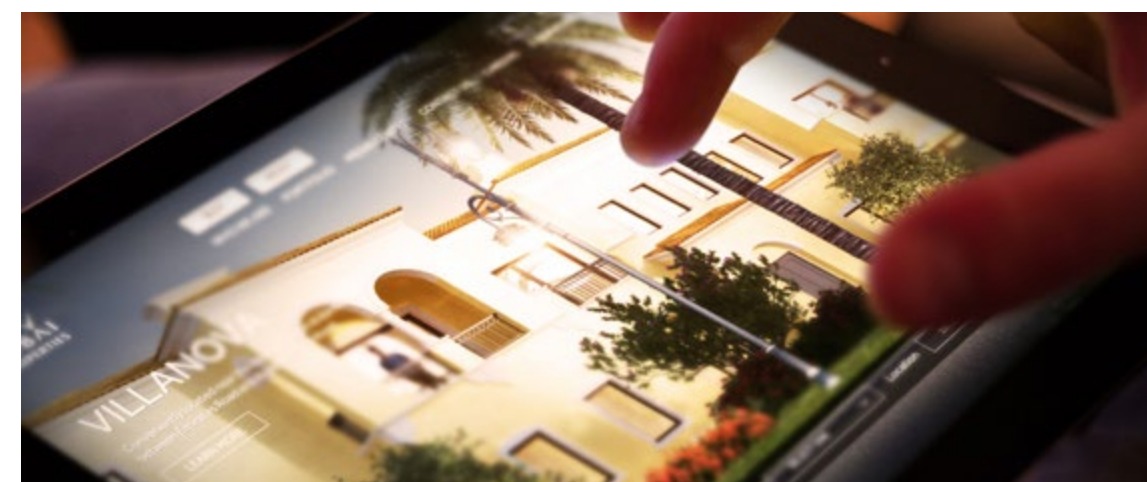
# COMPANY WEB SITE

CLIENT: DUBAI PROPERTIES, UAE

WEB DESIGN • USER EXPERIENCE

DP.ae is the official website of Dubai Properties. My task was to create the company website following their brand image, promise and guidelines. I have designed the website with a friendly user experience; displaying their massive and diverse portfolio between the Built-To-Sell and Built-To-Rent projects.

[CLICK HERE TO VIEW PROJECT](#)



# BRAND CREATION

CLIENT: COMMSIMPACT, UAE

VISUAL IDENTITY • STATIONERY • BRAND APPLICATIONS

CommsImpact is a start-up company with a pool of PR & Corporate Communications expertise. My task was to create an attractive yet corporate brand that fits the modernity of today and is well perceived across different industries.



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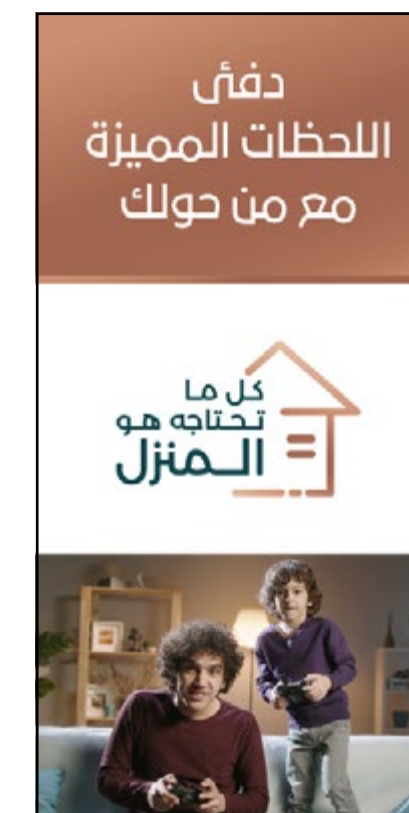
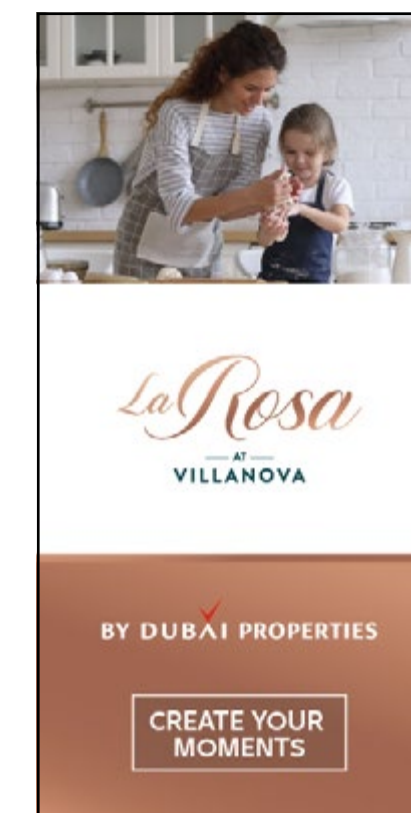
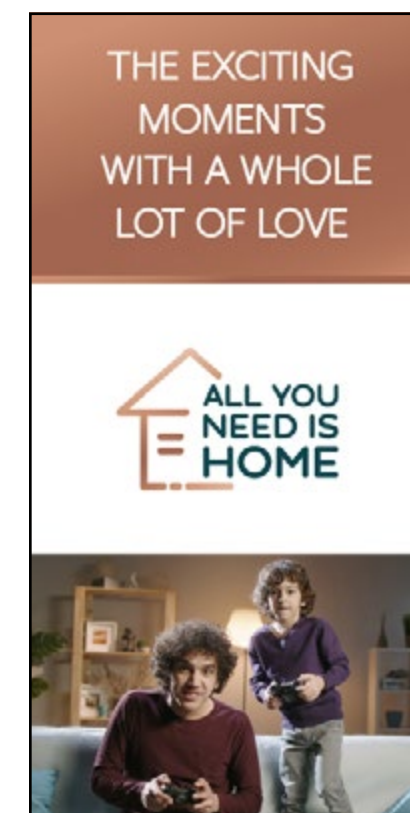
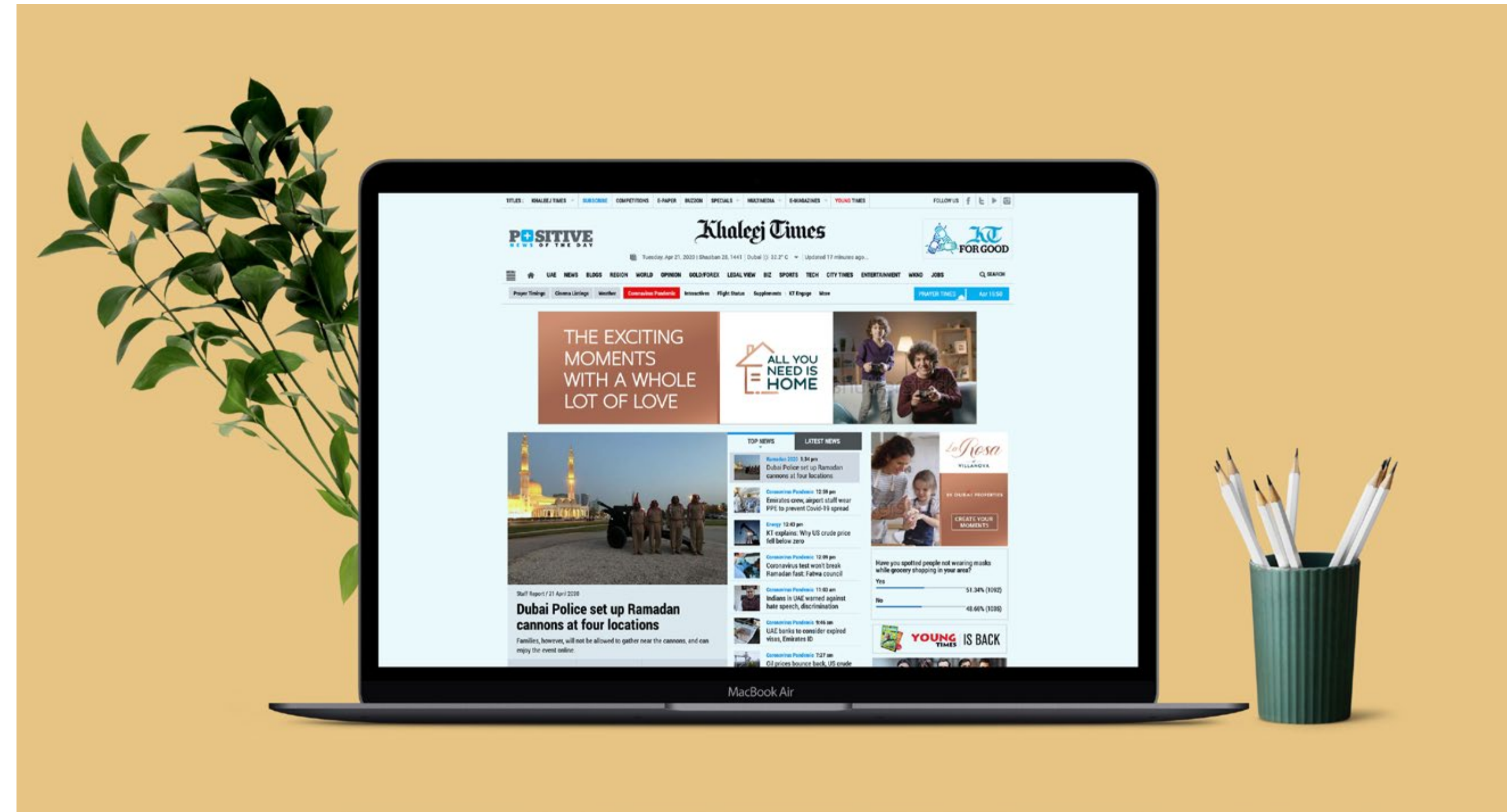
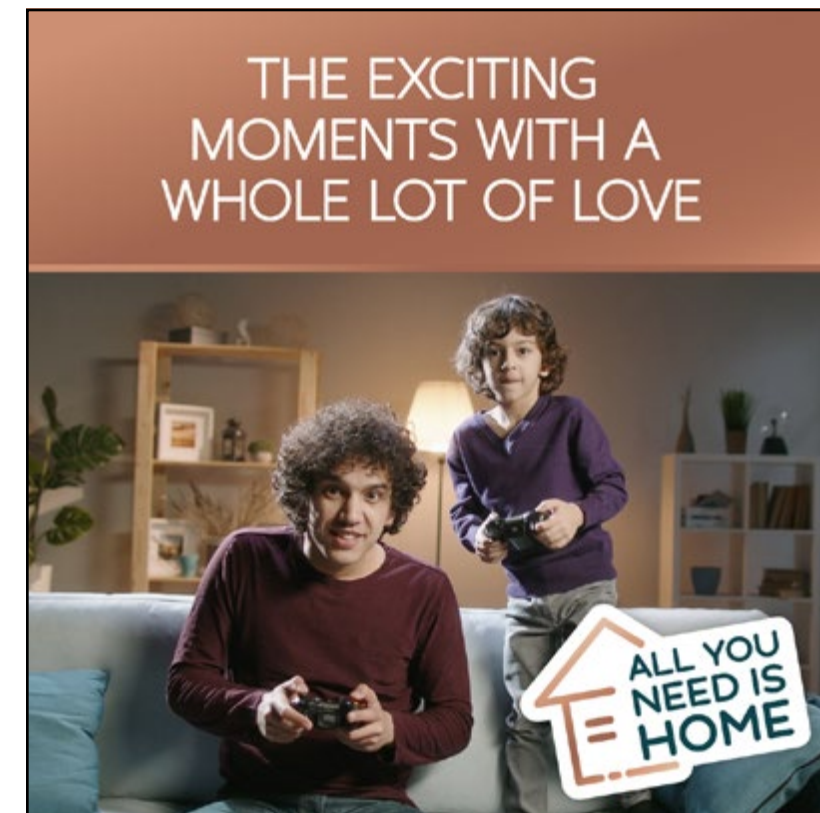
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# DIGITAL CAMPAIGN

CLIENT: DUBAI PROPERTIES, UAE

DIGITAL & SOCIAL MEDIA CAMPAIGN • BADGE CREATION •  
DIGITAL BANNERS • VIDEO CREATION

ALL YOU NEED IS HOME is one of the latest campaigns to promote La Rosa Community under Dubai Properties. My task was to create a campaign that will run during these tough times to show the beauty that people have around them. The message conveys that everything that anyone is looking for is home. From safety, warmth, security, happiness, joy, fun, entertainment, togetherness and laughter.



Click here to view English video



Click here to view Arabic video

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# CORPORATE COLLATERALS

CLIENT: STIRLING HOSPITALITY ADVISORS, UAE

COLLATERALS • EMAILERS • NEWSLETTERS • CONTENT CREATION FOR BRAND AWARENESS (DIGITAL & PRINT) • VIDEO CREATION

Stirling Hospitality Advisors is a hospitality asset management company under RAK Hospitality Holding. My task was to unify their corporate collaterals to follow their brand image and guidelines. Additionally, I've have created emailers, newsletters, and videos as a brand awareness support.



**STIRLING HOSPITALITY  
ADVISORS**



Click here to view COVID-19 update video



Click here to view Crisis Management Hotel Lifecycle video

**TAKING ADVANTAGE OF THE NEW OPERATIONAL REALITY OF HOTELS IN THE MIDST OF THE COVID-19 PANDEMIC**

**THE SUCCESS STORY OF THE RITZ CARLTON AL WADI, RAS AL KHAIMAH**

Dear Jane Doe,

June 2020 was expected to be one of the slower performing months for the hospitality industry worldwide, with most major markets remaining closed and the year's remaining the start still very much in people's minds.

The UAE market was no exception. The latest data released by UNWTO showed a year-over-year drop in occupancy of 54 points in May and the Ras Al Khaimah market followed a similar trend, according to UNWTO. While the year-to-date drop for the UAE was not yet final, the impact is similar, with a notable improvement when taking into consideration the current market conditions. Following the issue of COVID-19 governmental restrictions and regulations to hotels operators.

But against all odds, one hotel has defied this downward trend for the second month in a row, not only beating its budget targets but also showing an increase in performance on the same period last year. The Ritz Carlton Al Wadi, Ras Al Khaimah, implemented its guidelines as a luxury resort sanctuary, making the best use of its unique location, systems, with safety and isolation. The high performance of the hotel was further supported by the hotel using a novel series of implementation of high levels of cleaning protocols and social distancing procedures to ensure guests' safety.

**RITZ CARLTON AL WADI - JUNE 2020 VTR PERFORMANCE GROWTH**

Category	2020	2019
Occupancy	78%	24%
AIR	10%	5%
Revenue	120%	10%

**Key achievements:**

- Jun-20 performance: Occupancy rose 54% above last year and 54% above budget. RevPAR rose 120% above 2019, while ADR increased by 10%, higher than the same period last year.
- Monthly TRADR reached a record high of AED207, beating both last year and budget by 16% and 36% respectively.
- Revenue per room performed in Jun-20 maintained their 2019 levels.

These achievements were a result of strategic initiatives devised by the Ritz Carlton team and the hotel's senior manager, Stirling Hospitality Advisors, including but not limited to the below highlights:

**LEADER IN SETTING UP COVID-19 OPERATIONAL BEST PRACTICES**

The Ritz Carlton team, supported by Stirling, immediately implemented the strict protocols established by the Ras Al Khaimah Tourism Development Authority as well as the cleaning, disinfection and operational protocols developed by Marriott.

The hotel is consistently working on improving its operational processes to ensure its guests' safety and was one of the first in RAK to achieve the "COVID-19" certification from the Ras Al Khaimah government and the world-recognized accreditation organization, Bureau Veritas, in mid-June.

**The key operational changes are:**

- Room cleaning: all staff are obliged to wear face masks and gloves. After cleaning a room, the equipment is either changed or disinfected before proceeding to the next job.
- Restaurants: two-thirds of the tables are being utilized to ensure social distancing is followed with a maximum of 4 guests per table. The hotel is only offering its core services. All tables and chairs are sanitized before the next guests are served and all menus have been replaced with QR codes accessible through the guests' smart phones.
- Sanitation: the operation and the center are currently investigating the efficacy of a pass-through sanitizing gate for employees and guests.

**CREATIVE PACKAGES TO BOOST STAYCATION REVENUE**

With no recreational offers, the hotel had to rely entirely on domestic business and incentives. Since the beginning of the COVID pandemic, the hotel has focused its marketing on communicating that it is a safe and secure environment where guests are able to continue to enjoy the experiences offered at the resort.

**Example of successful packages include:**

- Learning with high-quality digital content series. This package offers families the guarantee that kids will be able to continue to participate in their home schooling journey while guests have priority to attend online meetings, all at the comfort of their villa.
- Queen Blue: the ultimate full-board package, with all needs and services delivered in the safety of the villa.

**VALUE-ENHANCING INVESTMENTS AND INITIATIVES**

Early March 2020, when it became clear that the impact of COVID-19 on operations would be significant, the operation and the senior decided to prioritize value-add CAPEX projects.

**Example of these initiatives include:**

- Restoration works within the public areas to improve guest experience.
- Upgrade of the audio-visual equipment to support remote meetings.
- Investment in digital solutions to improve efficiency throughout the resort.
- Re-conceptualization of the hotel's common areas, with a focus on the experience to enhance between the resort's ability and the hotel's guests.

**ABOUT STIRLING HOSPITALITY ADVISORS**

Stirling Hospitality Advisors is a specialist hotel consultant and asset manager based in the UAE. As well as providing our core hotels, we work to include retail and resort owners clients around the GCC and welcome the opportunity to assist our partners to implement new strategies to continue performance in the midst of the COVID-19 pandemic.

Let Stirling Hospitality Advisors support you.

Contact us today!

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Silvia Haggemacher  
Director of Business Development  
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www.stirlinghospitality.com

Dear Jane Doe,

**SO ARE YOU READY TO REOPEN?**  
If you closed your properties have your risk assessment plans served their purpose? And what is key to the quickest recovery possible?

**REALIGNING IS KEY!**

- Remember your operating constraints
- Realign your staffing, change payroll cost, adjust operations, reassess demand, pivot to new customer segments, review your contractual obligations
- Respect your financial situation

Stirling Hospitality's team of experienced industry experts are on hand to help you alleviate these pressures, prioritise your projects, minimise your disruption and maximise your competitive advantage.

The past has taught us that through a combination of realignment, renegotiation of contractual obligations, repayments and reengineered partnerships you can, and will, get back on track sooner rather than later.

Let Stirling Hospitality Advisors support you.

Contact us today!

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WATCH OUR NEW VIDEO

www.stirlinghospitality.com

Dear Jane Doe,

**CREATE • PROTECT • GROW**

**PREPARE FOR OPENING**

- Reopening checklist
- Staffing requirements
- USP Proposition
- Pricing strategy
- Risk mitigation

**TIME TO GET AHEAD**  
CONTACT STIRLING HOSPITALITY ADVISORS

The hotel industry is facing challenging market conditions in 2020. Service industries have been among the first to feel the impact and hotel owners are becoming more cautious. Staying positive in the current situation has been a key to success in 2020.

**What is an immediate impact and the parallel on the hotel industry?**

The current situation has been caused by two major factors: a global health crisis and an economic downturn. The situation is affecting the industry in many ways, including a sharp decline in demand, a loss of revenue, and a decrease in occupancy rates. The industry is also facing a loss of talent and a decrease in productivity. The industry is also facing a loss of trust and a decrease in customer loyalty. The industry is also facing a loss of market share and a decrease in brand value. The industry is also facing a loss of reputation and a decrease in brand equity. The industry is also facing a loss of market power and a decrease in brand influence. The industry is also facing a loss of market control and a decrease in brand authority. The industry is also facing a loss of market leadership and a decrease in brand dominance. The industry is also facing a loss of market supremacy and a decrease in brand superiority. The industry is also facing a loss of market preeminence and a decrease in brand excellence. The industry is also facing a loss of market primacy and a decrease in brand preeminence. The industry is also facing a loss of market supremacy and a decrease in brand superiority. The industry is also facing a loss of market preeminence and a decrease in brand excellence. The industry is also facing a loss of market primacy and a decrease in brand preeminence.

Stirling Hospitality Advisors will continue to assist you with any aspect of your business, providing the best advice and support you need to get back on track and to the future. We will be with you every step of the way.

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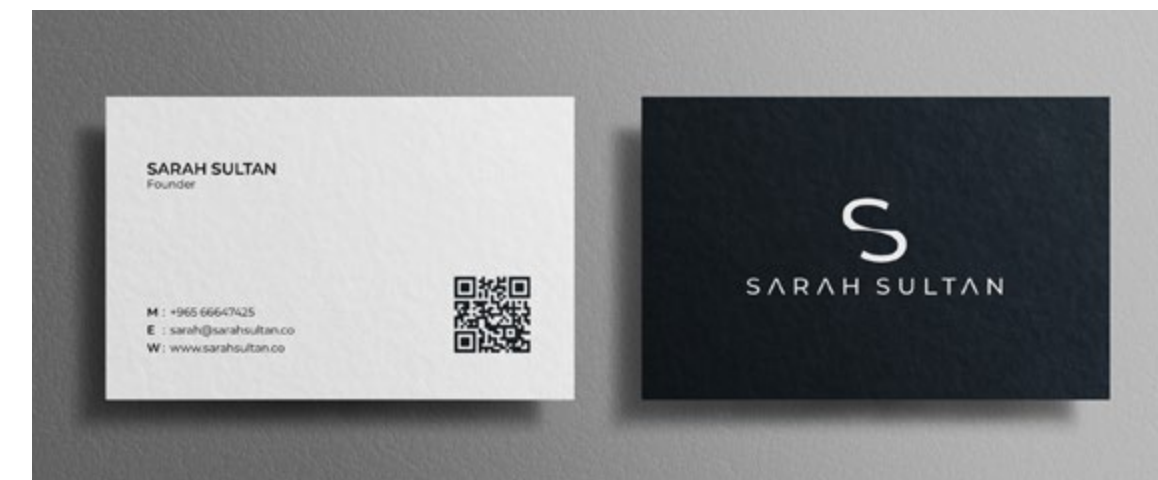
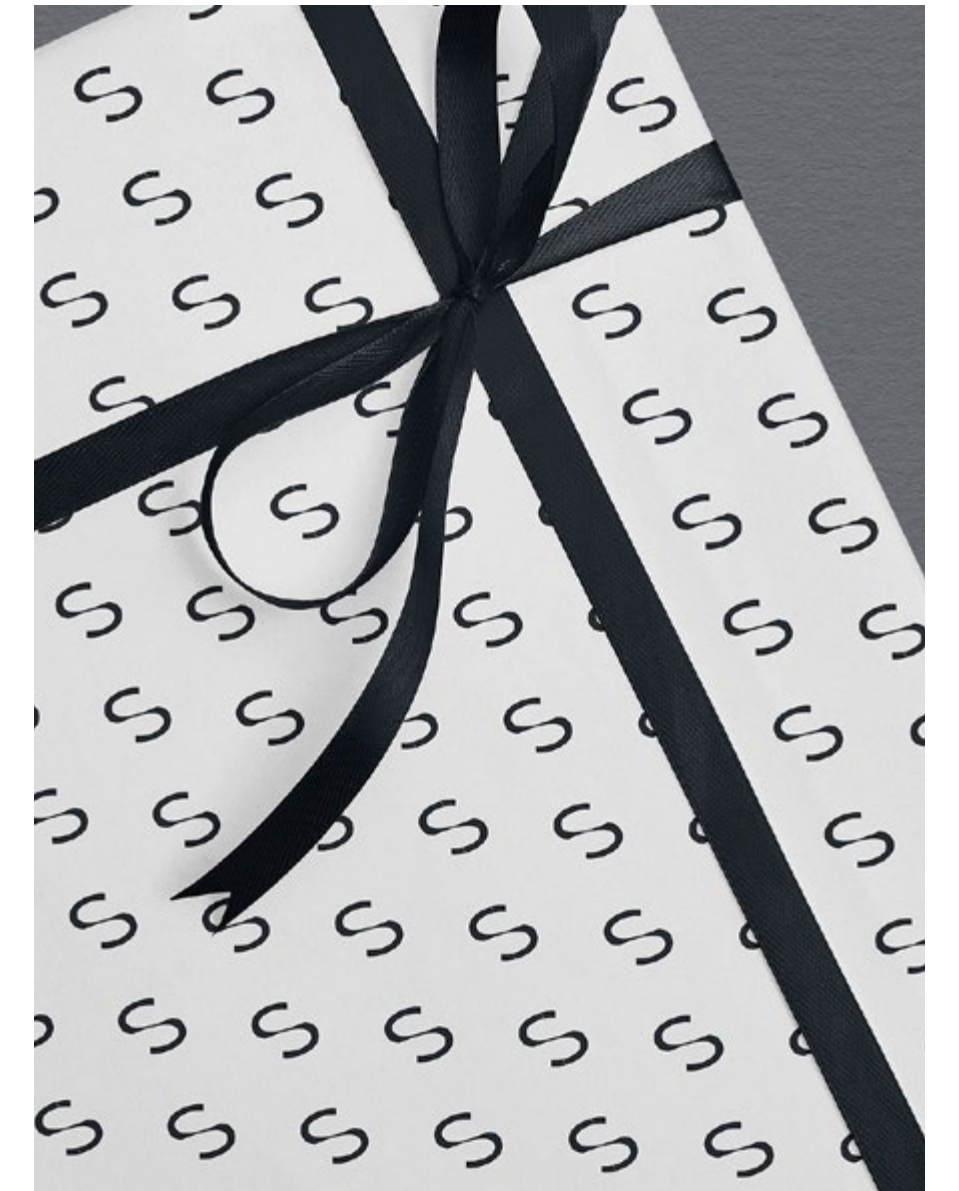
HOSPITALITY • CONSULTANCY • CORPORATE

# BRAND CREATION

CLIENT: SARAH SULTAN, KUWAIT

VISUAL IDENTITY • STATIONERY • BRAND APPLICATIONS

Sarah Sultan is a young abaya and fashion designer from Kuwait. My task was to create a simple and elegant brand that will represent her name, and be in line with abaya fashion.



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# CORPORATE COLLATERALS

CLIENT: DUBAI HOLDING, UAE

INTERNAL COLLATERALS

Dubai Holding has requested us to create an Internal Kit that will be used in a workshop for Top level and senior management. My task was to create a fresh corporate theme following Dubai Holding brand. The Kit was designed to motivate them and be practical for listing down notes that will help with all brainstorming and planning sessions.



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Branding & Brand Management / Creative & Direction / Team Management / Entrepreneurship

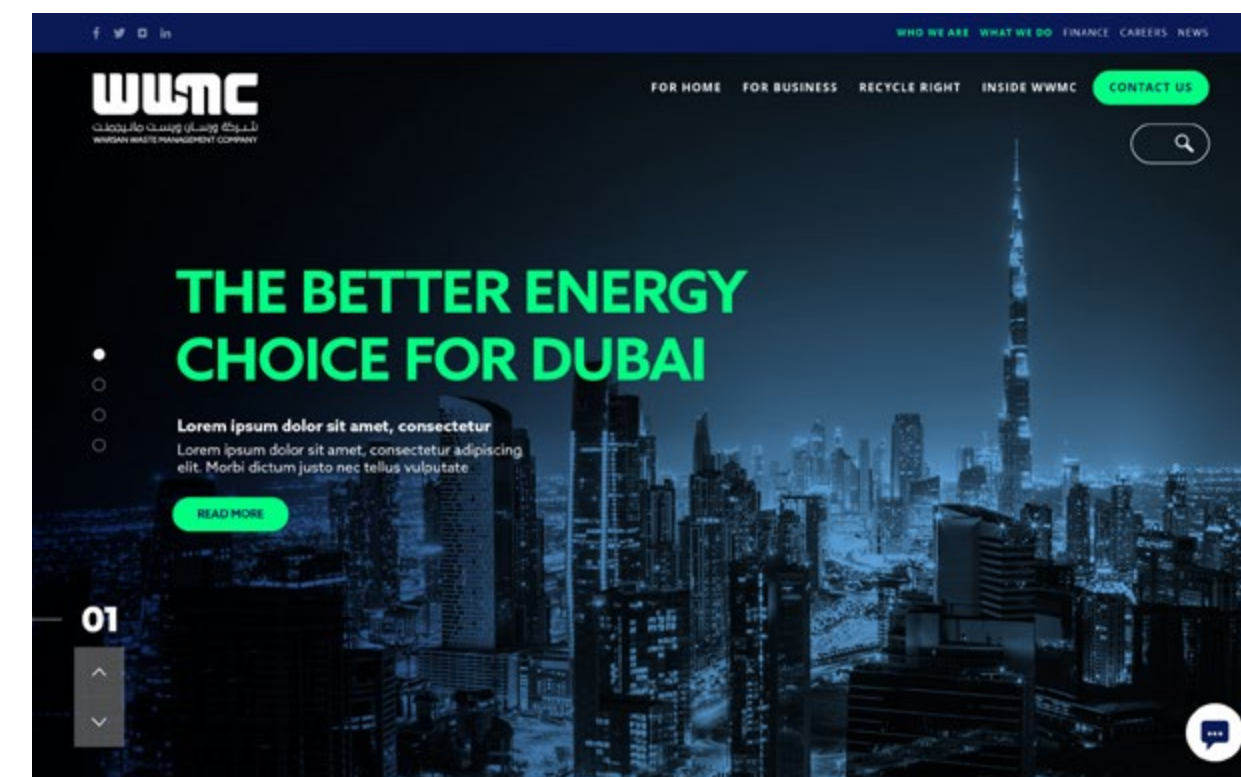
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HOLDING COMPANY • CORPORATE • INTERNAL

# BRAND CREATION

CLIENT: WARSAN WASTE MANAGEMENT COMPANY, UAE  
VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

The creative rationale of this brand is based on two inspirational elements:  
1. The Waste to Energy process, which is represented in the flow between the 'W' and the 'M' as a continuous loop of this renewable energy;  
2. the technology used behind this huge project that uses the Waste to Energy process.



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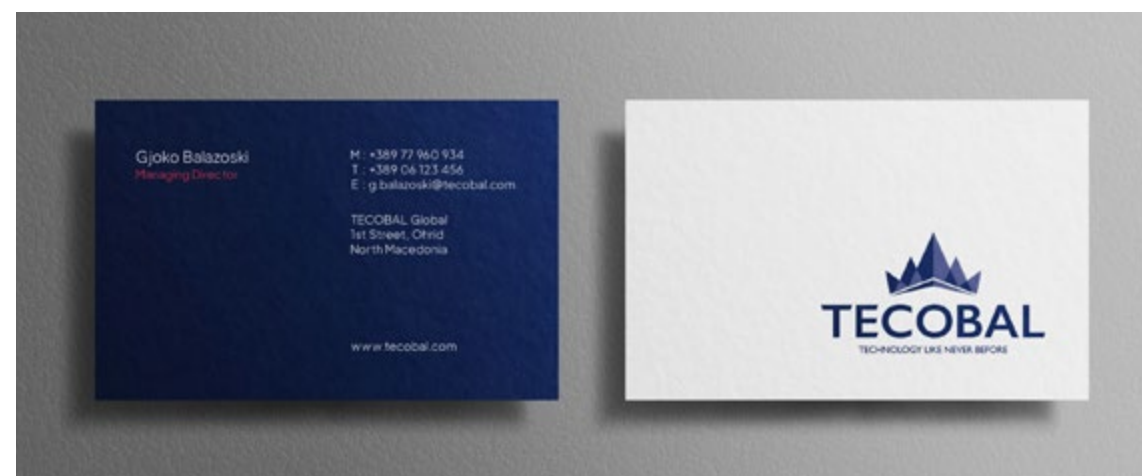
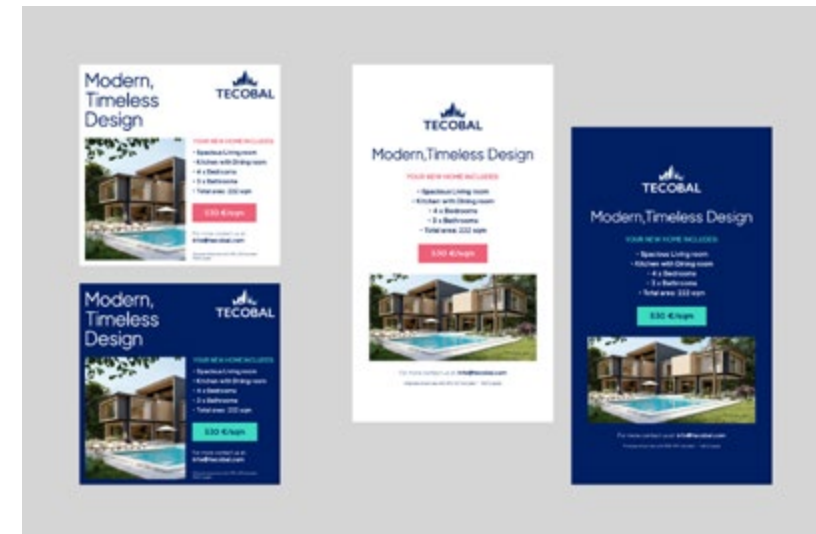
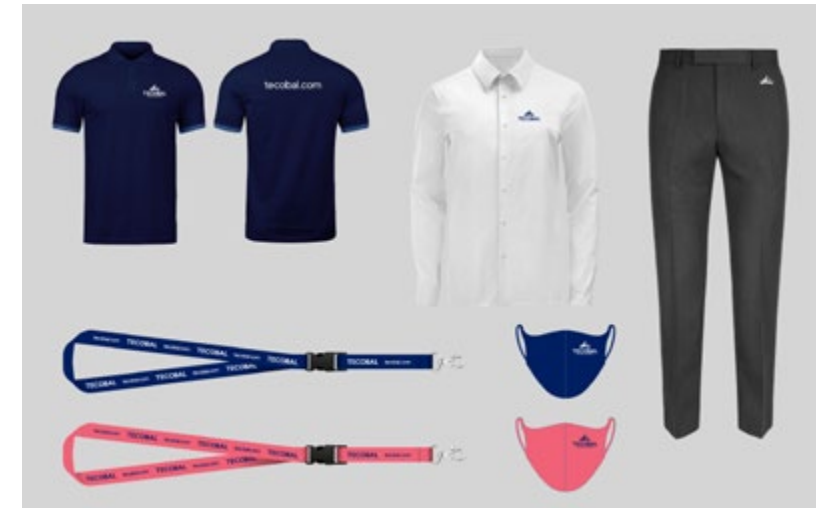
GREEN ENERGY • SUSTAINABILITY

# REBRANDING

CLIENT: TECOBAL, NORTH MACEDONIA

VISUAL IDENTITY • STATIONERY • BRAND APPLICATIONS

Tecobal is an innovative brand that focuses on building modular houses while using modern and innovative technologies. The task was to refresh the existing brand, so it follows the new brand vision, mission and brand strategy and be in line with the latest branding trends.



MODULAR HOUSES DEVELOPER • REAL ESTATE

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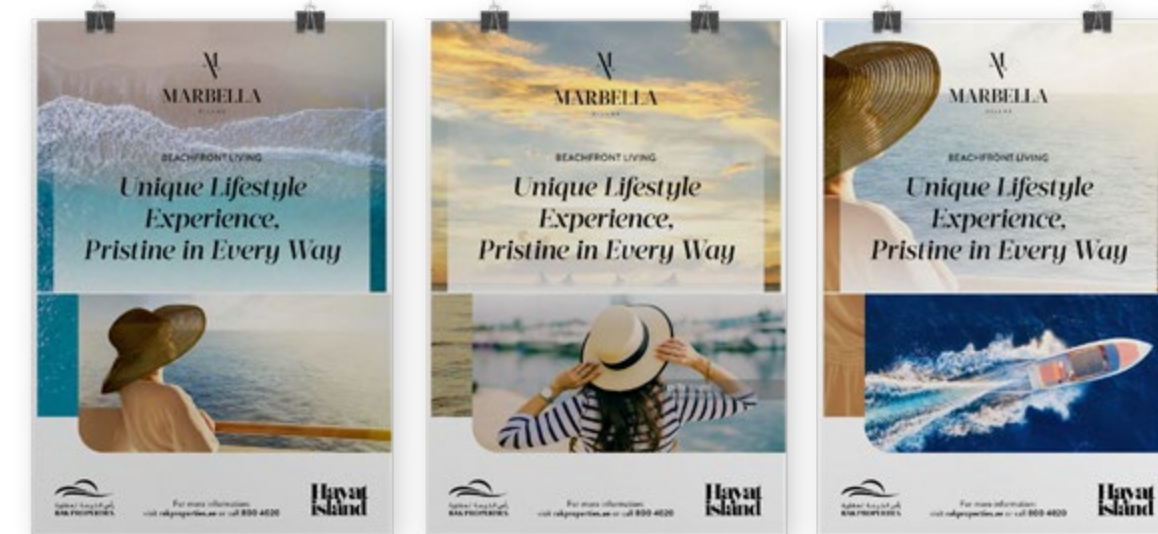
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# SOCIAL MEDIA CAMPAIGN

CLIENT: RAK PROPERTIES, UAE

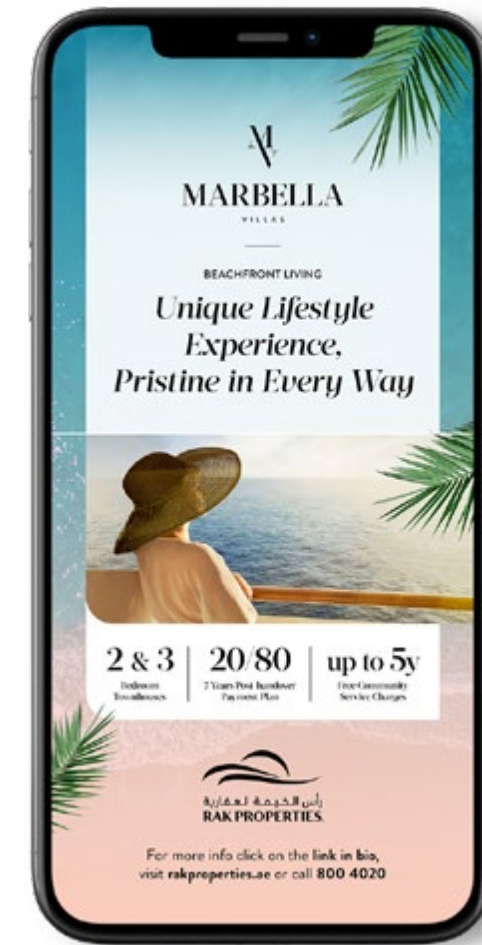
SOCIAL MEDIA CAMPAIGN ASSETS • CONTENT CREATION

Marbella Villas is one of the most luxuries communities within Ras Al Khaimah. It's located in Mina Al Arab and surrounded by vast open landscaped spaces, various recreational facilities, swimming pool and access to pristine beaches.



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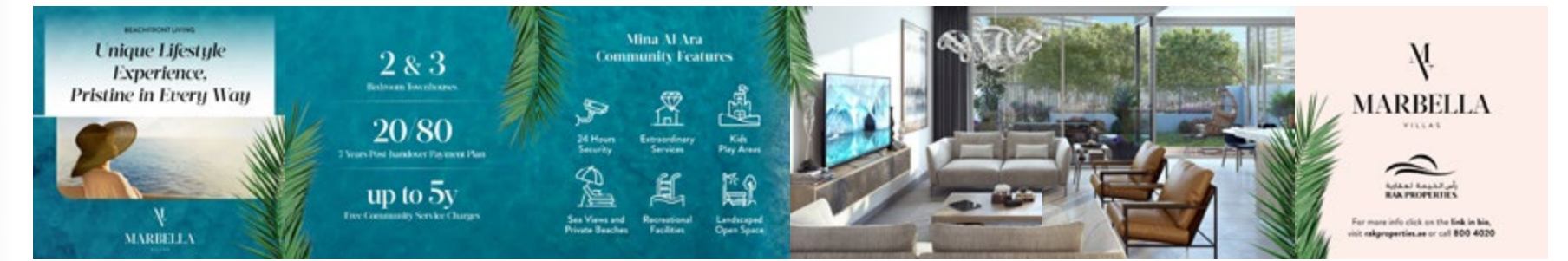
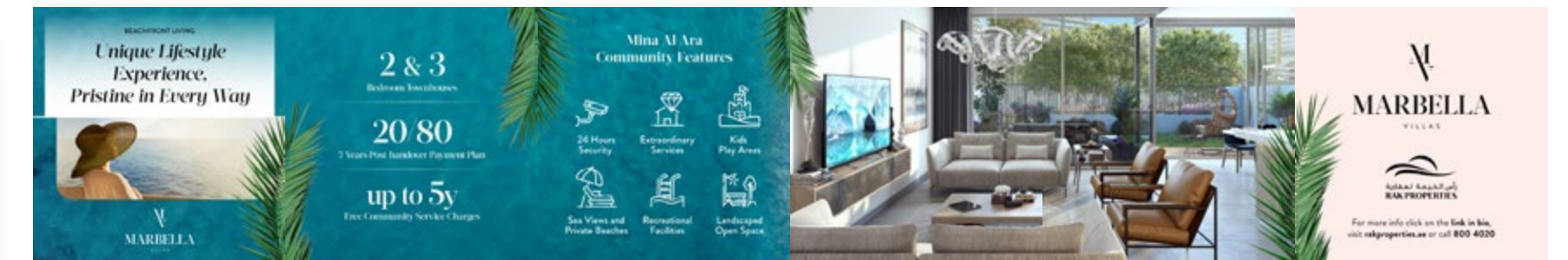


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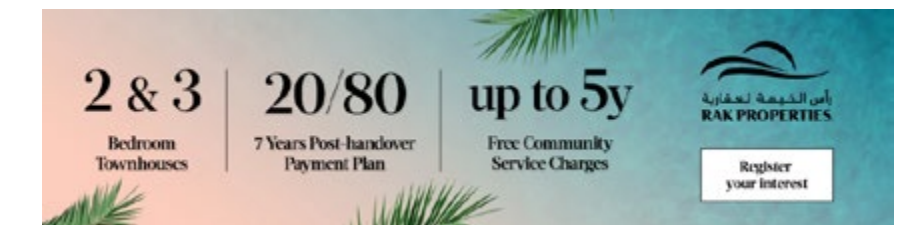


INSTAGRAM STORY

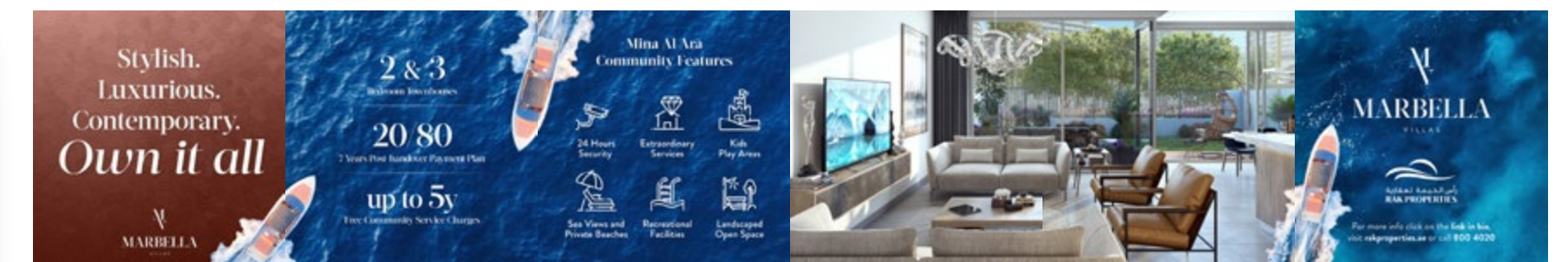
CAROUSEL INSTAGRAM POST



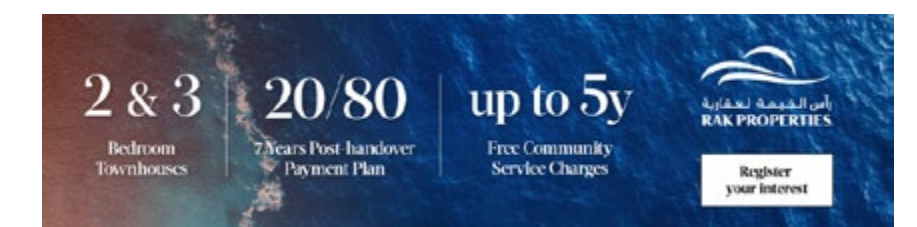
DIGITAL BANNERS



CAROUSEL INSTAGRAM POST



DIGITAL BANNERS



REAL ESTATE • COMMUNITY • RESIDENTIAL

# CORPORATE BROCHURE

CLIENT: BANKO, UAE

BROCHURE DESIGN • PRESENTATION DESIGN

BANKO Financial Group in Dubai is a company under Emerald Group that aims to connect people and businesses in Africa, by building a unique and inclusive ecosystem, with a focus on closing the perception gap through market knowledge, experience and inclusiveness. My task was to create their corporate brochure and presentation to follow their brand image and guidelines.



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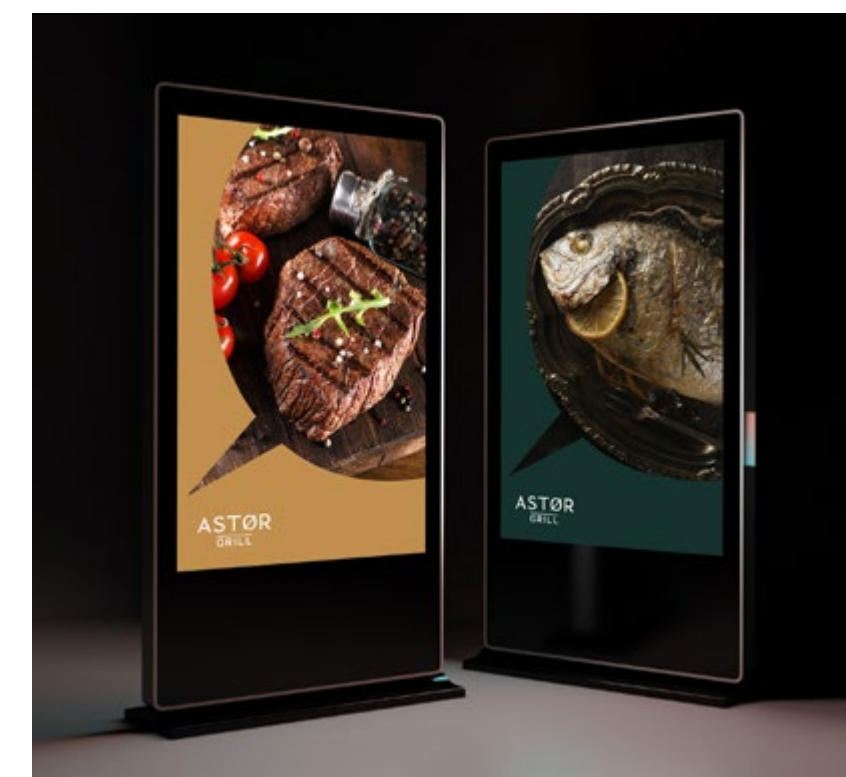
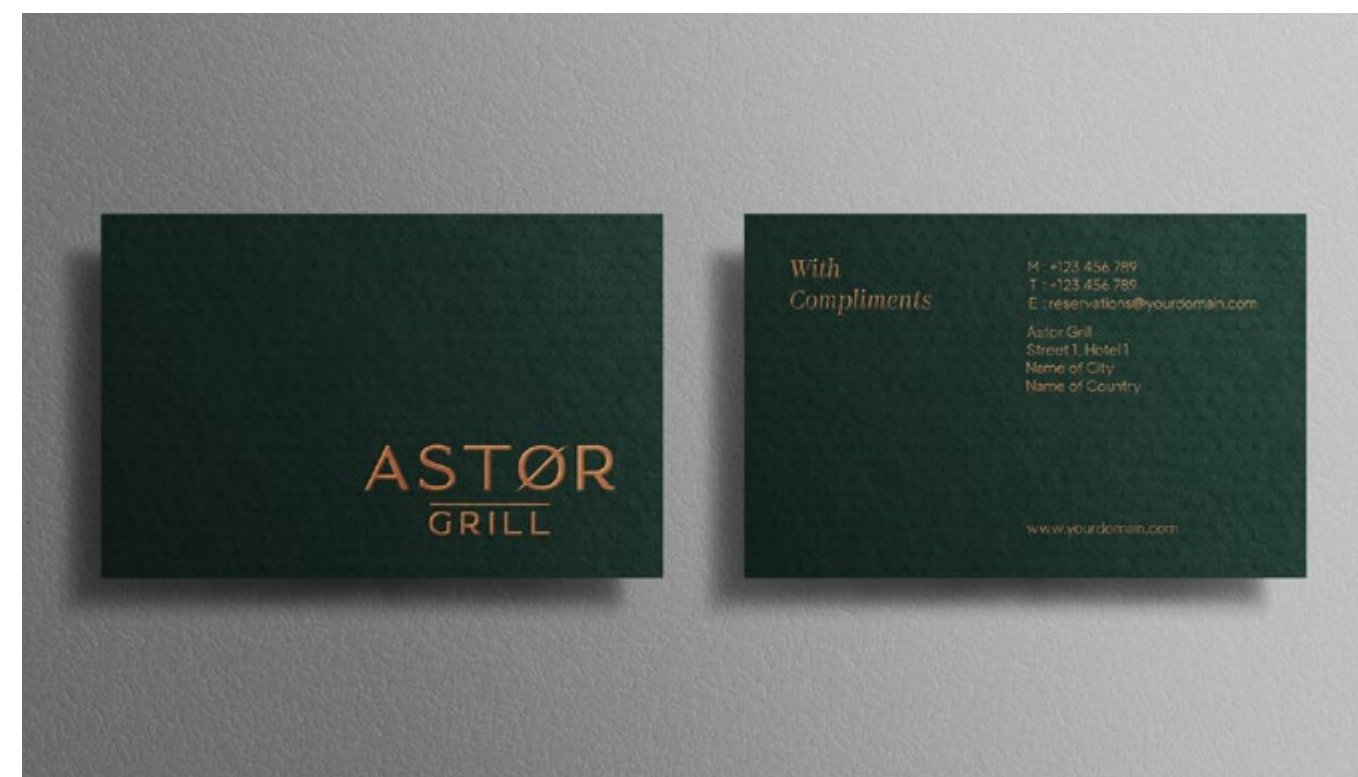
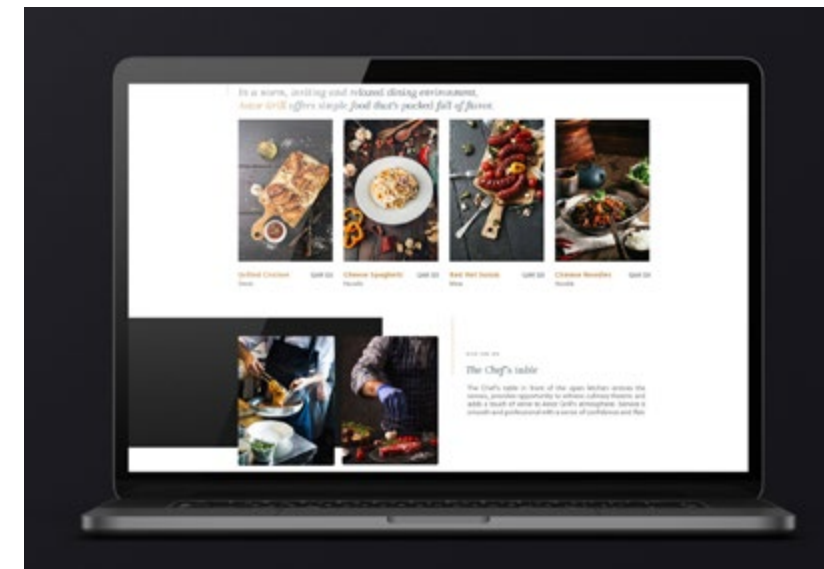
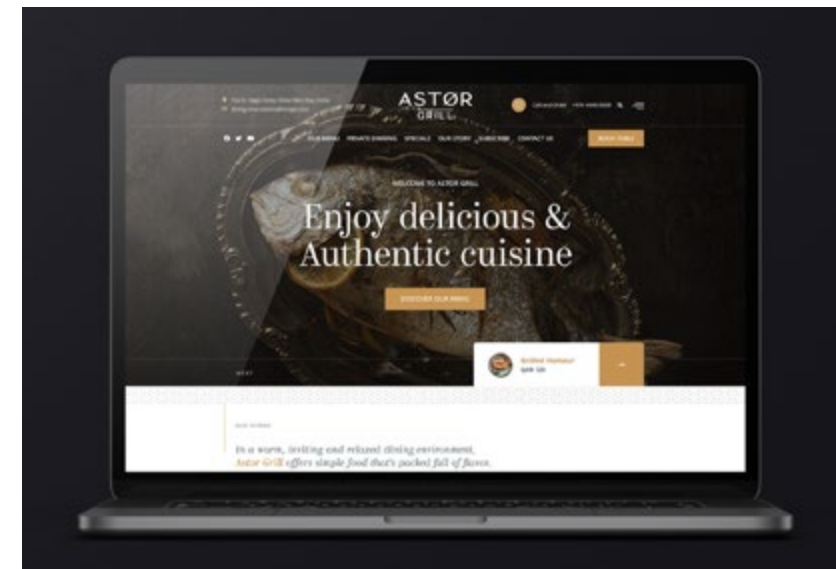
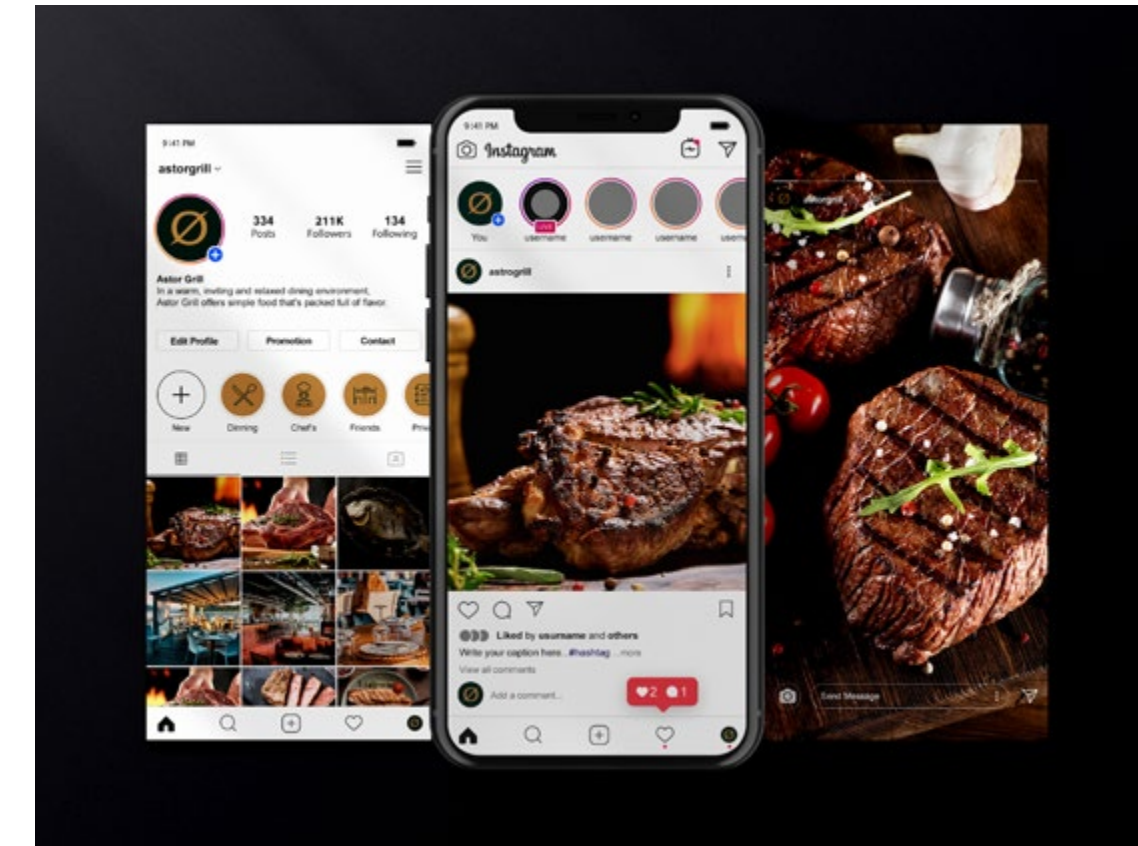
FINANCIAL • INVESTMENT • BANKING

# BRAND CREATION

CLIENT: ASTOR GRILL

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

Astor Grill is a steakhouse specialized in aged premium meat cuts prepared on a Jospier grill. The brand was created as a customized typeface, and 45 degrees element that comes within the letter "O", same detail is spread across the brand elements as a place-holder. In practice this will increase the surface area of each slice, breaking down more muscle fibres and improving tenderness.



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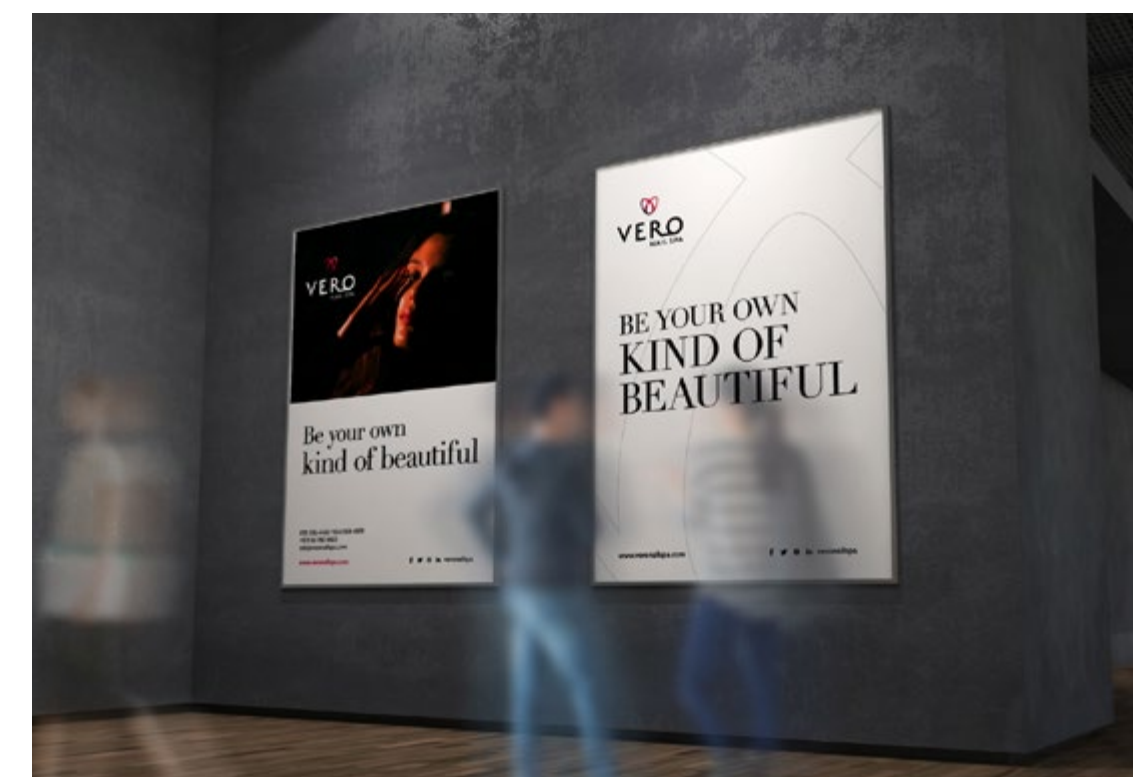
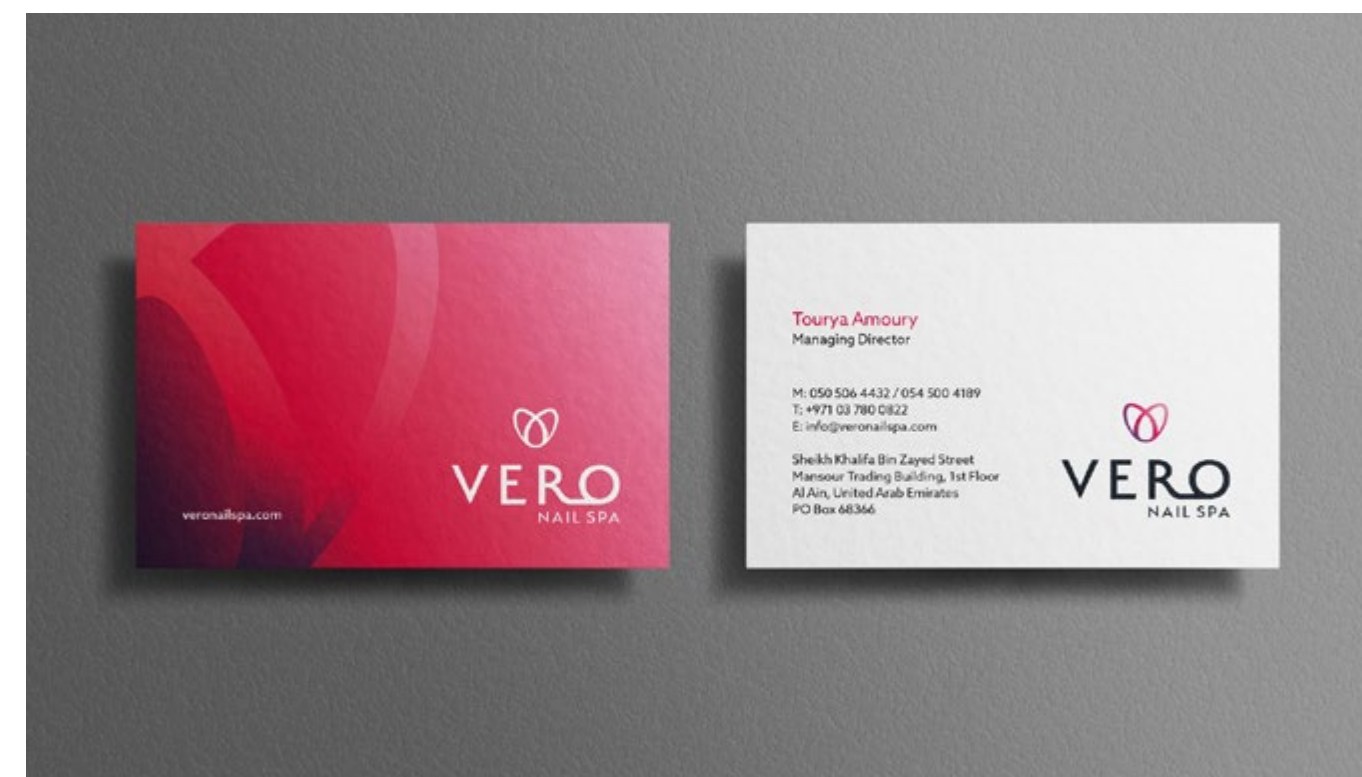
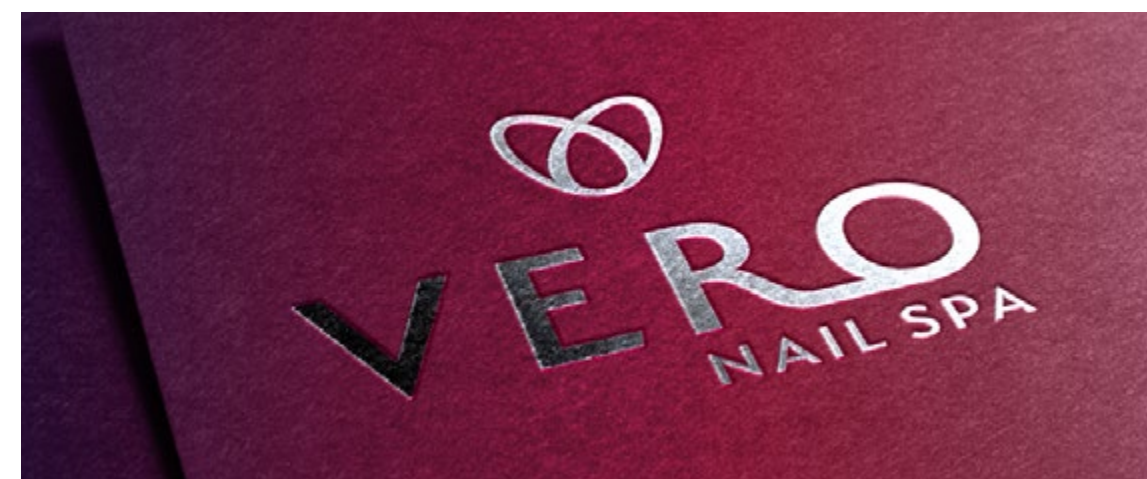
GREEN ENERGY • SUSTAINABILITY

# BRAND CREATION

CLIENT: VERO NAIL SPA, UAE

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

Vero Nail Spa is a high-end Nail Spa that caters to high-class ladies across the UAE. The client has requested us to create a brand new identity that elevates their brand imagine to match the niche of selective clientele they are serving. My task was to create an elegant, vibrant, feminine and classy brand that matches all these given elements.



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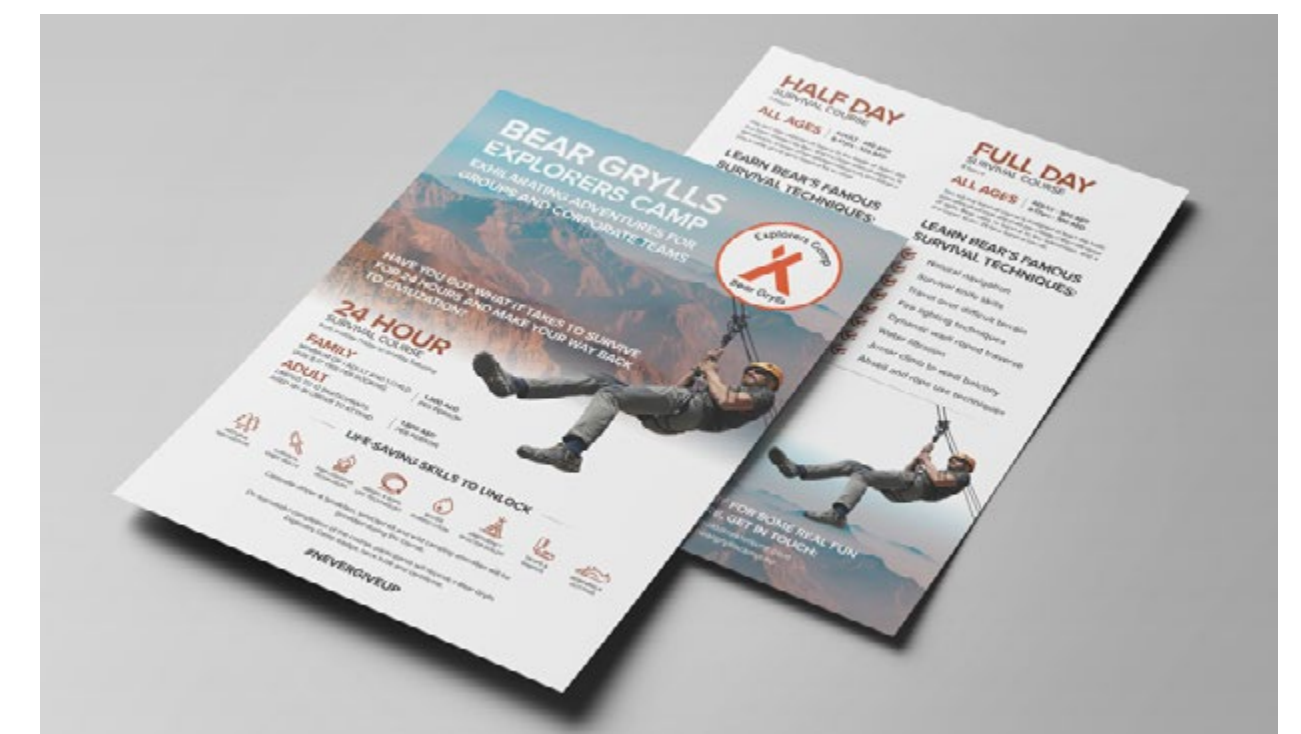
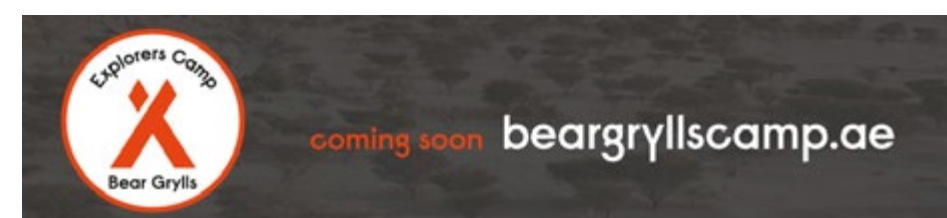
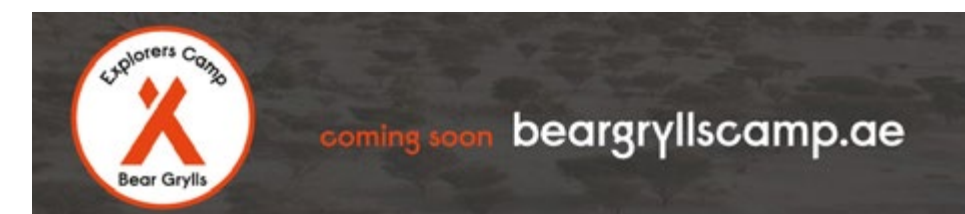
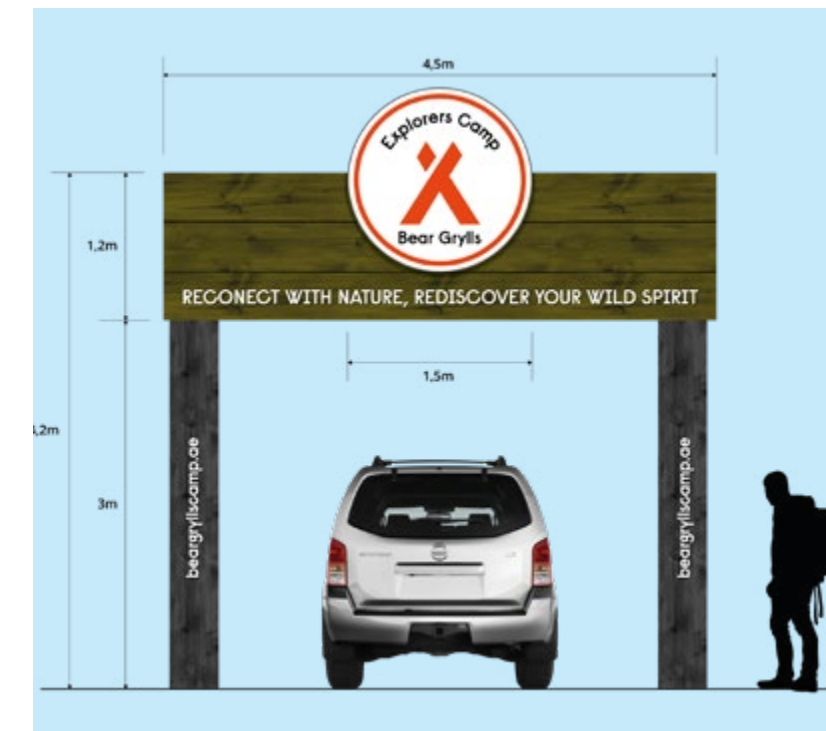
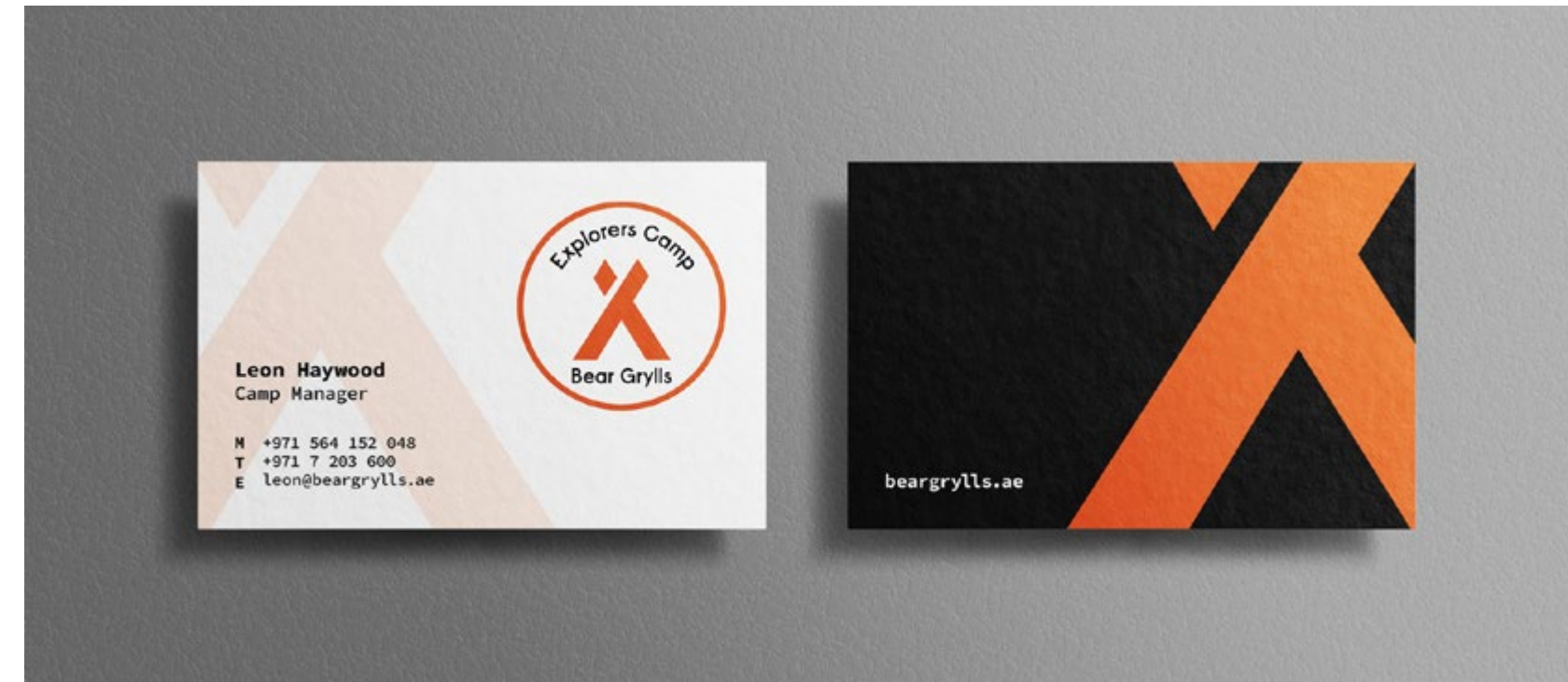
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# BRAND ADAPTATION

CLIENT: RAK HOSPITALITY HOLDING, UAE

BRAND ADAPTATION • STATIONERY • COLLATERALS • COPYWRITING  
• DIGITAL BANNERS

Bear Grylls Explorers Camp is the latest attraction that has been introduced to this region through Ras Al Khaimah Tourism Development Authority (RAKTDA). My task was to work on the brand adaptation following the brand guidelines from their team in the UK. Additionally, we created stationary and promotional material that caters to all age groups and adventure seekers to promote this new attraction.





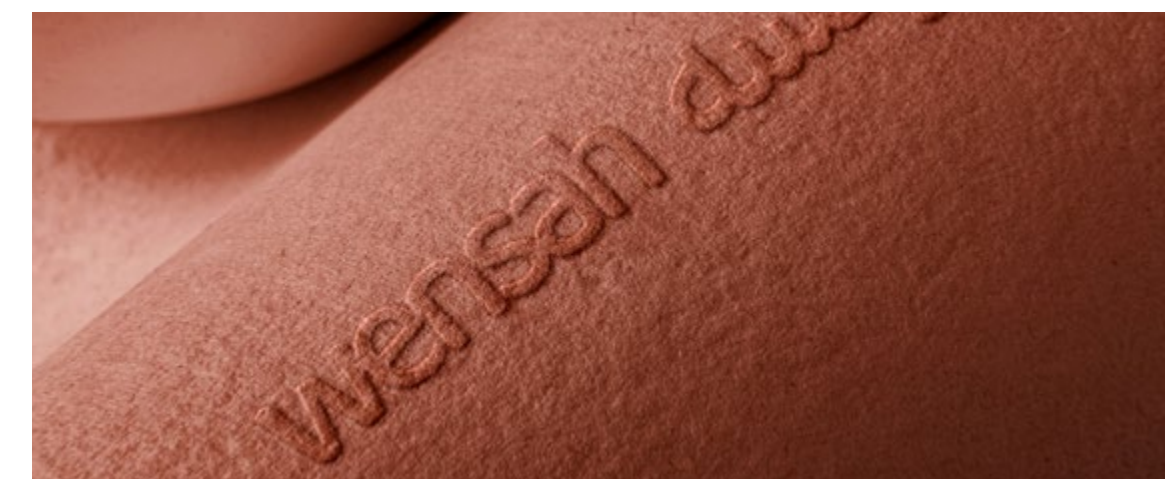
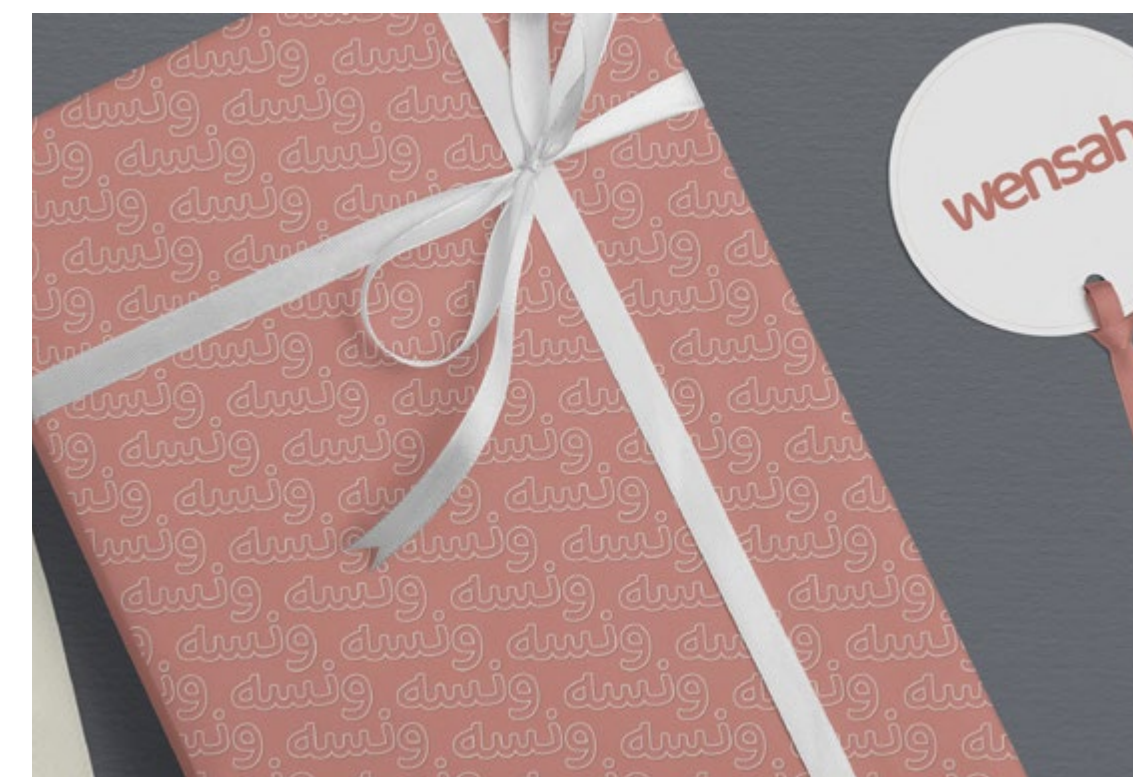
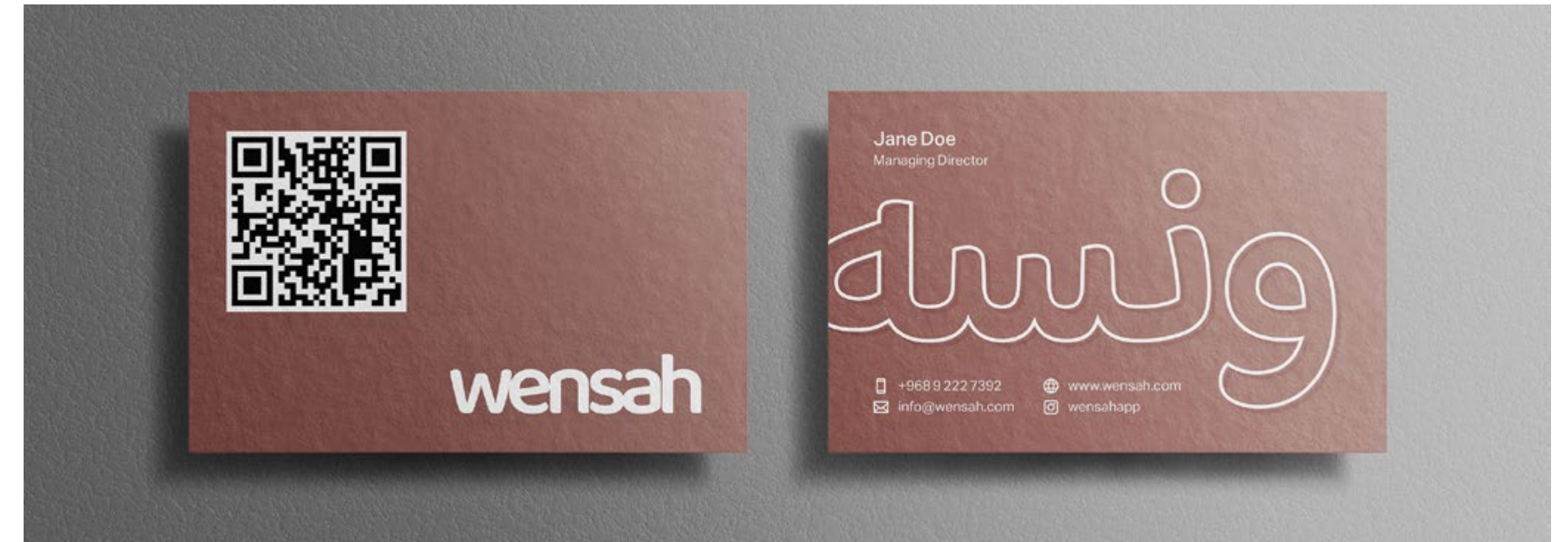
# BRAND CREATION

CLIENT: WENSAH, OMAN

VISUAL LANGUAGE • BRAND APPLICATIONS

Wensah is an online supermarket in Oman that brings you beauty products, electronics, books, health products, perfumes, flowers and much more, right to your doorstep. My task was to create a simple, unified and east-to-remember visual language, that will be recognized and remembered by their online users and clients.

wensah



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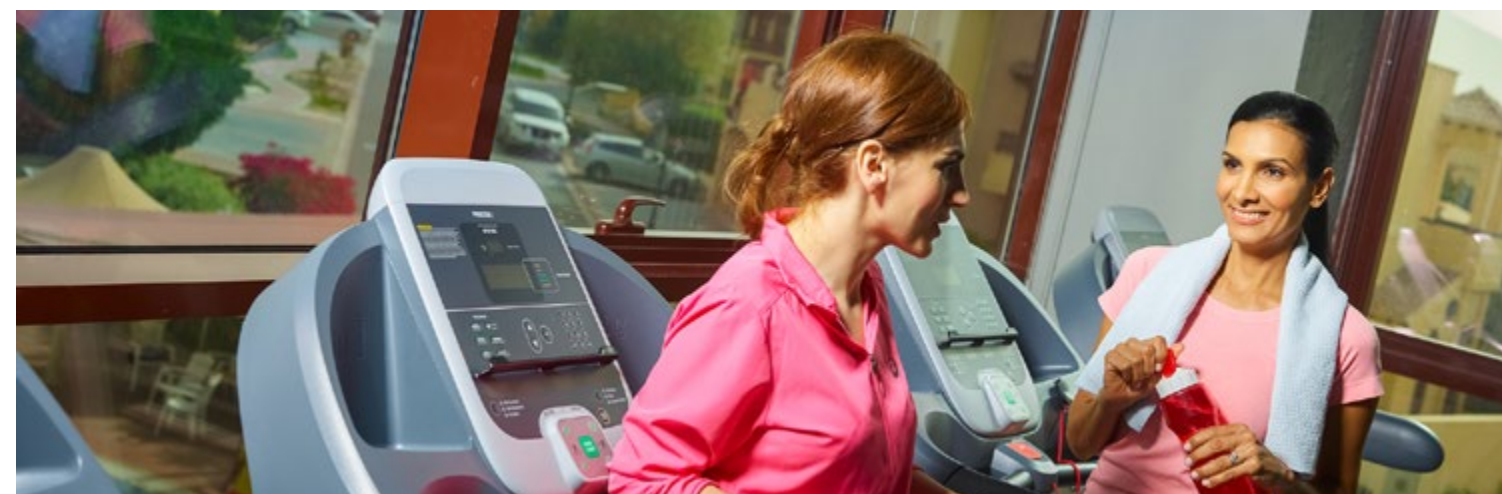
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# COMMUNITY PHOTOSHOOT

CLIENT: DUBAI ASSET MANAGEMENT, UAE

ART DIRECTION

Dubai Asset Management is a Dubai Holding company focused on developing, acquiring and managing a diverse portfolio of for-rent residential communities. My task was to art direct a series of photoshoots to promote the community living. These photoshoots covered several communities such as Remraam, Al Khail Gate, Shorooq, Ghorroob and more.



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COMMUNITY • RESIDENTIAL • LIFESTYLE

# LIFESTYLE PHOTOSHOOT

CLIENT: FLUENCE, USA

PHOTOSHOOT MANAGEMENT • ART DIRECTION

Fluence is a startup agency in USA that provides several services globally. My task was to conduct a lifestyle photoshoot for their client in KSA to promote the benefits of using their products.



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# CORPORATE PHOTOSHOOT

CLIENT: DUBAI PROPERTIES, UAE  
PHOTOSHOOT MANAGEMENT • ART DIRECTION

As a part of the internal development, Dubai Properties requested employee photoshoot, followed by integrated campaign. The campaign was built to promote the business excellence program for its employees. My task was to recognise potential employees, that will be suitable for the photoshoot, show diversity, as well organize and art direct the whole process.



**Increase consistency in the customer experience across all asset classes and channels**

**DEVELOPED**

- 1 End to end Value Chain
- 2 Process Universe
- 3 Processes, Procedures and Forms aligned with best practices

**CONDUCTED**

- 1 12 Walkthrough Process Training Sessions in FEBRUARY 2016
- 2 Process Implementation and Change Culture Sessions
- 3 Deep Dive Process Training Sessions in MAY and JULY 2016

**IMPLEMENTATION**

**BUSINESS EXCELLENCE**

**Reduce complexity of processes and reduce approvals without sacrificing control**

**DEVELOPED**

- 1 End to end Value Chain
- 2 Process Universe
- 3 Processes, Procedures and Forms aligned with best practices

**CONDUCTED**

- 1 12 Walkthrough Process Training Sessions in FEBRUARY 2016
- 2 Process Implementation and Change Culture Sessions
- 3 Deep Dive Process Training Sessions in MAY and JULY 2016

**IMPLEMENTATION**

**BUSINESS EXCELLENCE**

**Improve level of collaboration across the organization**

**DEVELOPED**

- 1 End to end Value Chain
- 2 Process Universe
- 3 Processes, Procedures and Forms aligned with best practices

**CONDUCTED**

- 1 12 Walkthrough Process Training Sessions in FEBRUARY 2016
- 2 Process Implementation and Change Culture Sessions
- 3 Deep Dive Process Training Sessions in MAY and JULY 2016

**IMPLEMENTATION**

**BUSINESS EXCELLENCE**

**Strengthen level of empowerment within functions**

**DEVELOPED**

- 1 End to end Value Chain
- 2 Process Universe
- 3 Processes, Procedures and Forms aligned with best practices

**CONDUCTED**

- 1 12 Walkthrough Process Training Sessions in FEBRUARY 2016
- 2 Process Implementation and Change Culture Sessions
- 3 Deep Dive Process Training Sessions in MAY and JULY 2016

**IMPLEMENTATION**

**BUSINESS EXCELLENCE**

**Enhance clarity of interactions across all departments**

**DEVELOPED**

- 1 End to end Value Chain
- 2 Process Universe
- 3 Processes, Procedures and Forms aligned with best practices

**CONDUCTED**

- 1 12 Walkthrough Process Training Sessions in FEBRUARY 2016
- 2 Process Implementation and Change Culture Sessions
- 3 Deep Dive Process Training Sessions in MAY and JULY 2016

**IMPLEMENTATION**

**BUSINESS EXCELLENCE**

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# Collaborations

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# EXTERNAL CAMPAIGN

CLIENT: DUBAI PROPERTIES, UAE  
PHOTOSHOOT MANAGEMENT • ART DIRECTION

Overseeing the coordination of a comprehensive photoshoot and engaging in collaborative efforts to determine the art direction for an external campaign to promote awareness and drive footfall to Bay Square by Dubai Properties, a prominent retail, office, and residential destination situated at Business Bay.


Collaboration with Impact BBDO – UAE.




ENJOY THE PIAZZA LIFE  
FROM DAWN TO DUSK

Indulge in conversations over a fine cup of coffee, hold business meetings, and seal corporate deals, while appreciating the spellbinding scenery surrounding you. Browse the latest fashionwear, while completing your grocery shopping.

Welcome to the Piazza life, welcome to Bay Square.




BAY SQUARE  
AT BUSINESS BAY



A VARIETY OF RETAIL CHOICES  
AROUND THE SQUARE

Experience the Piazza life at Bay Square, where you can do multiple things in one go. You can catch up with friends over a cup of coffee after a fruitful day at office, while enjoying the vibrant scenery surrounding you. And on the way home you can get your grocery shopping done, while shopping for your wardrobe.

Come and experience the Piazza life at Bay Square.



BAY SQUARE  
AT BUSINESS BAY

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# EXTERNAL CAMPAIGN

CLIENT: DUBAI PROPERTIES, UAE  
PHOTOSHOOT MANAGEMENT • ART DIRECTION

Supervising the coordination of an extensive photoshoot while actively participating in collaborative endeavors to establish the artistic direction for an external campaign aimed at promoting awareness and increasing footfall to Bay Avenue by Dubai Properties, a prominent retail, office, and residential destination strategically located in Business Bay.

Collaboration with Impact BBDO - UAE.



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# COMMUNITY PHOTOSHOOT

CLIENT: DUBAI PROPERTIES, UAE

PHOTOSHOOT MANAGEMENT • ART DIRECTION

Photoshoot management and art direction of a series of strategic photoshoots aimed at promoting the concept of community living within Dubai Properties' carefully curated residential locales throughout the city of Dubai.

Collaboration with Impact BBDO - UAE.



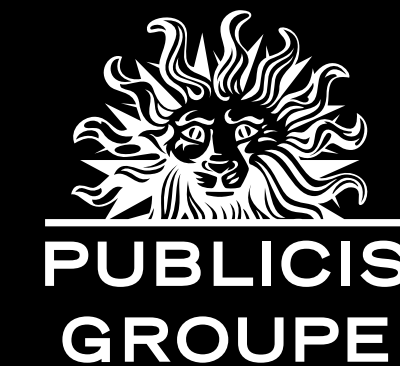
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# Experience with



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# Let's Work

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