



Creative and strategic visionary,
leading teams to **craft awesome brand**
stories with style and spark



Aleksandar Georgievski

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

Dynamic and results-driven branding and creative expert with 20 years of global experience, including 14 years in the UAE. A proven leader in driving high-impact branding projects from concept to execution, leveraging strategic thinking and innovative solutions. Adept at fostering strong client-agency relationships and managing cross-functional teams to deliver exceptional results, even within tight budgets. Passionate about visual storytelling, I bring a unique blend of creativity and business acumen to every project.

Core competencies

- **Brand Development:** Crafting and executing brand strategies that resonate and engage
- **Creative Direction:** Leading creative teams to produce compelling visual content across platforms
- **Project Management:** End-to-end oversight of branding, marketing, and creative initiatives
- **Team Leadership:** Building and mentoring motivated teams to achieve shared goals
- **Client Relations:** Ensuring seamless communication and satisfaction between clients and agencies

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 & Art Direction
- Brand Management
- Strategic Thinking



Projects I've been working on

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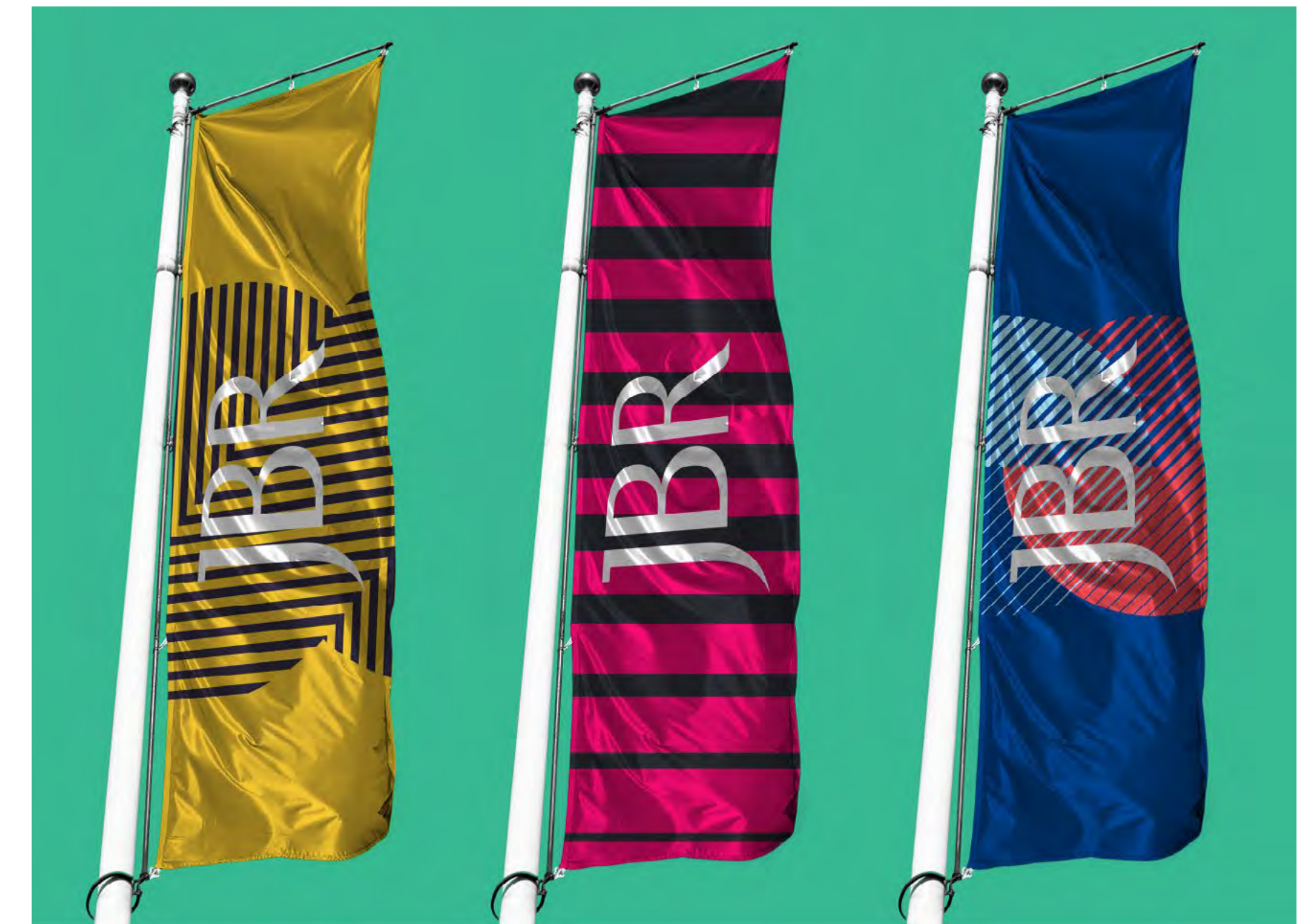
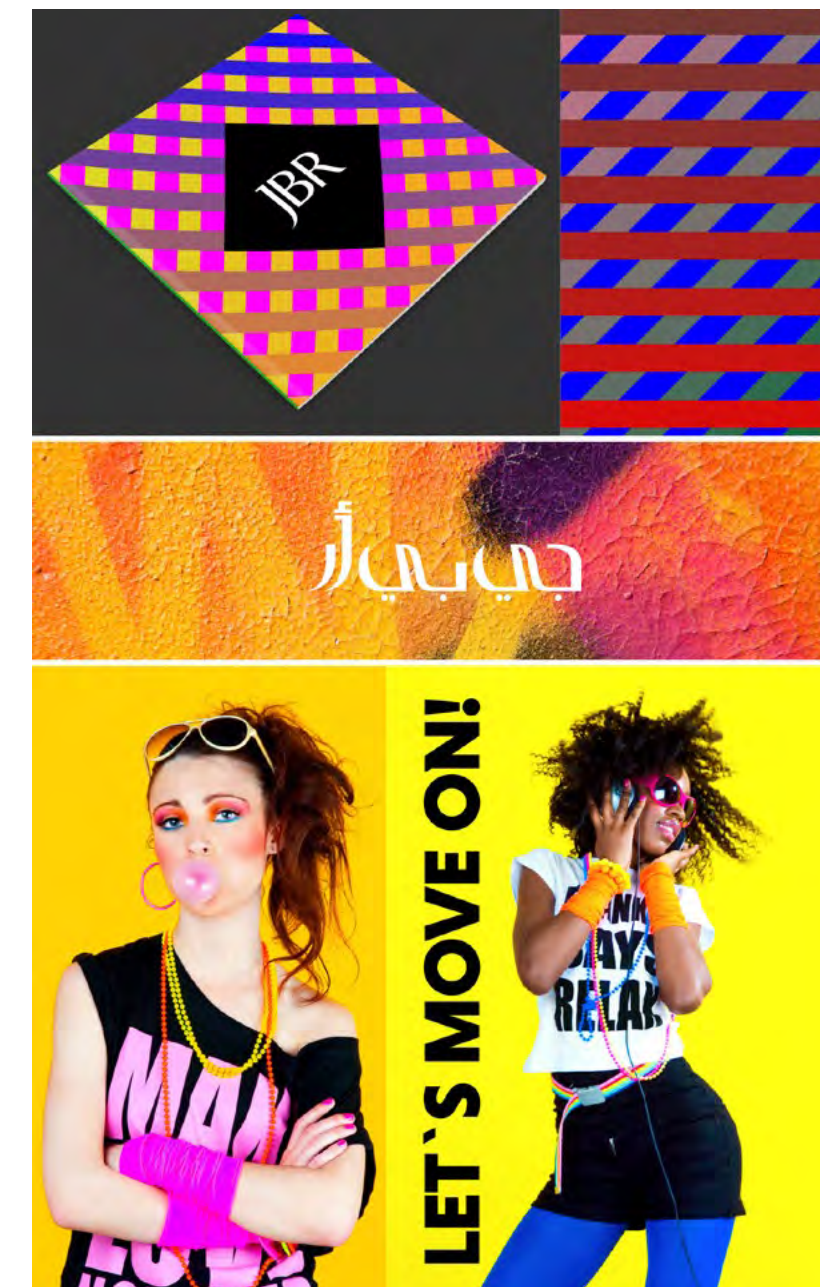
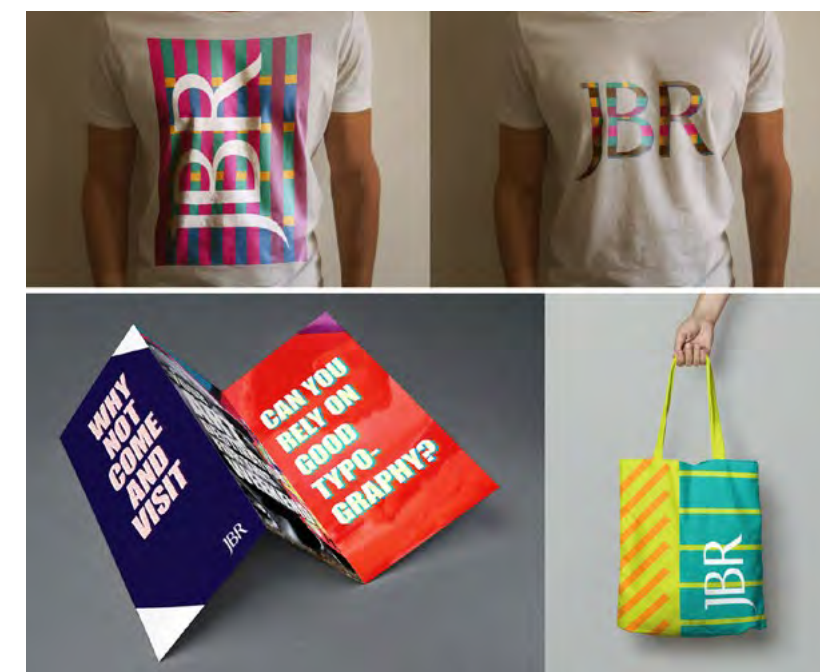
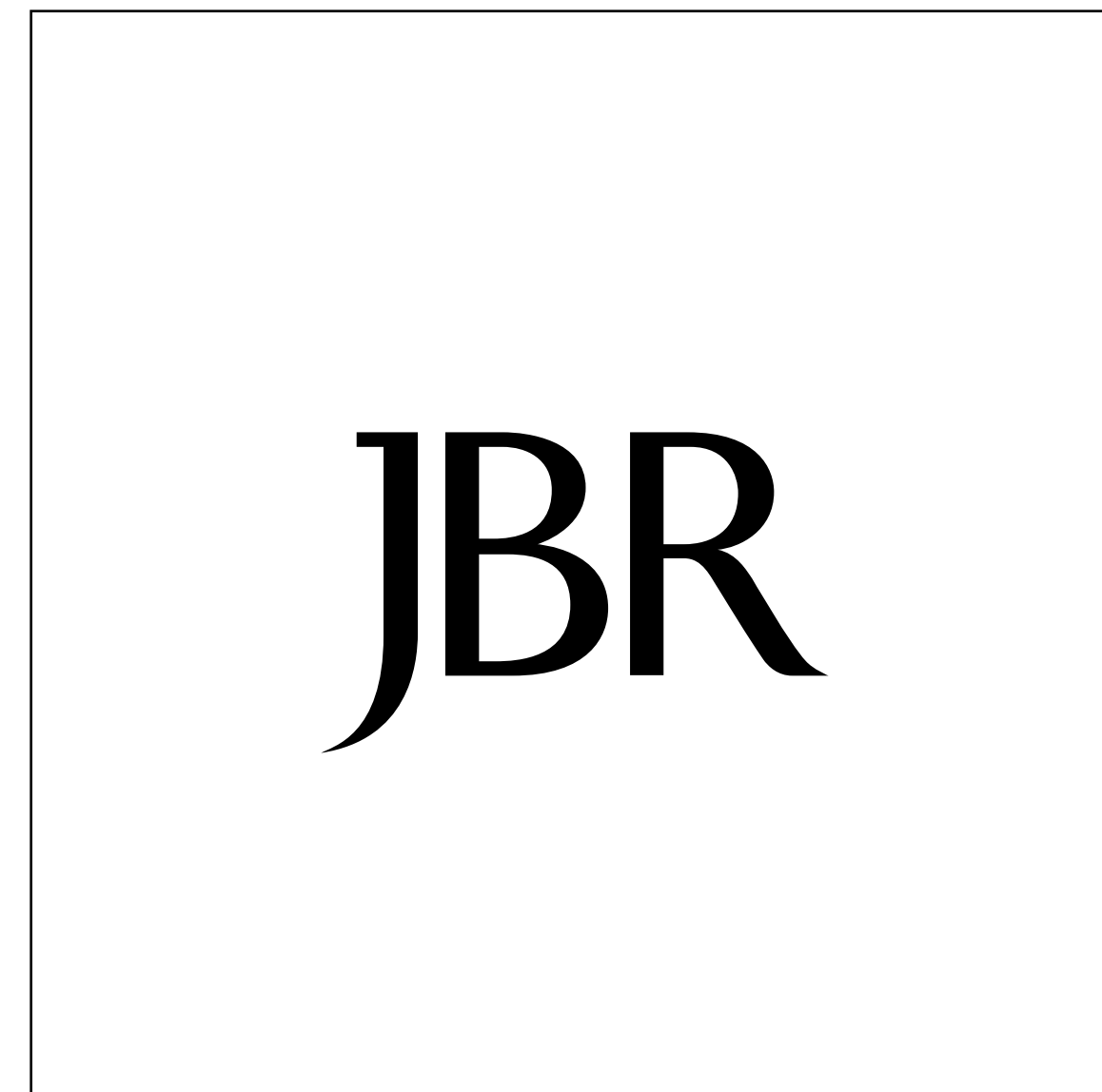
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BRAND CREATION

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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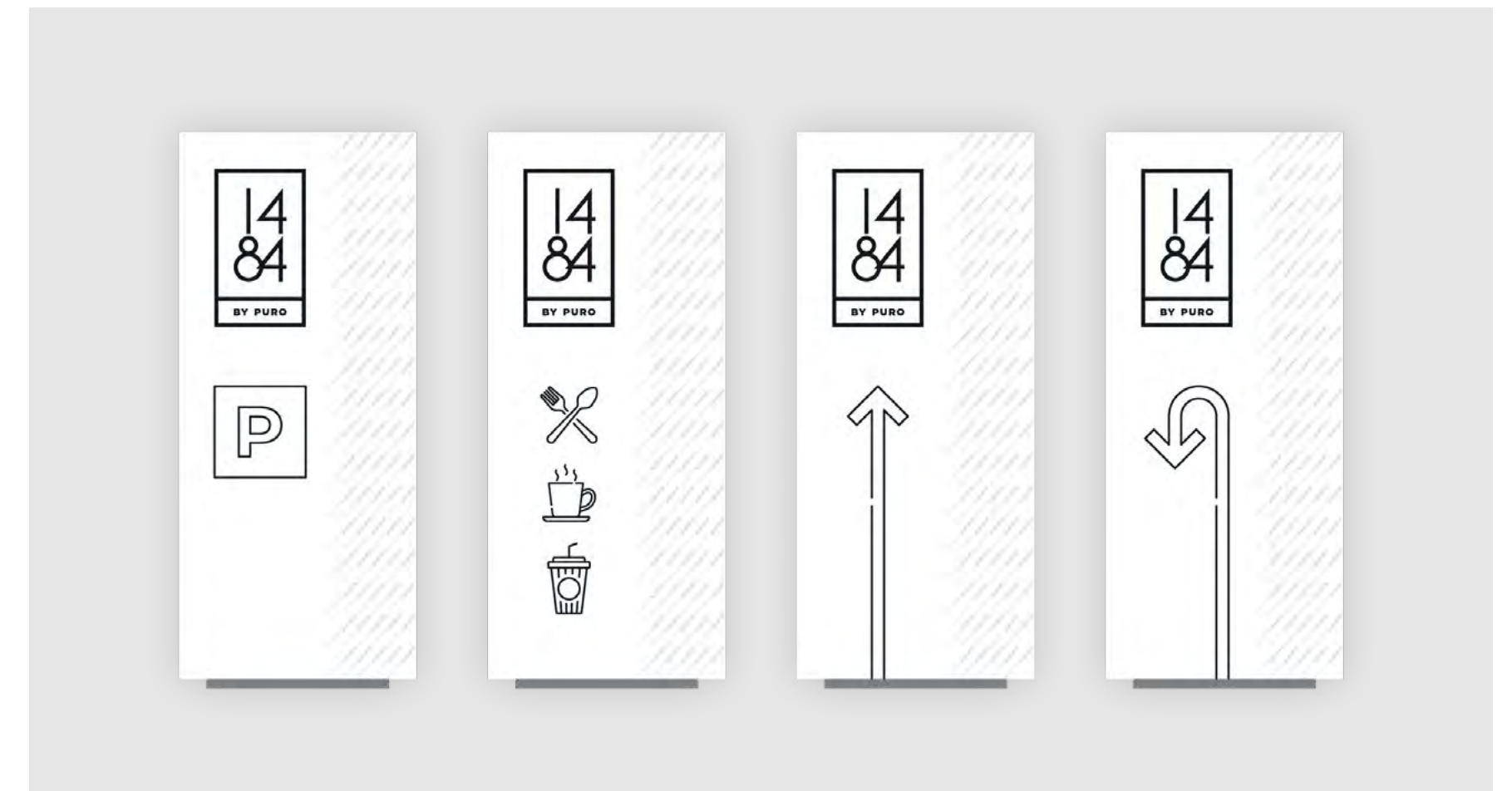
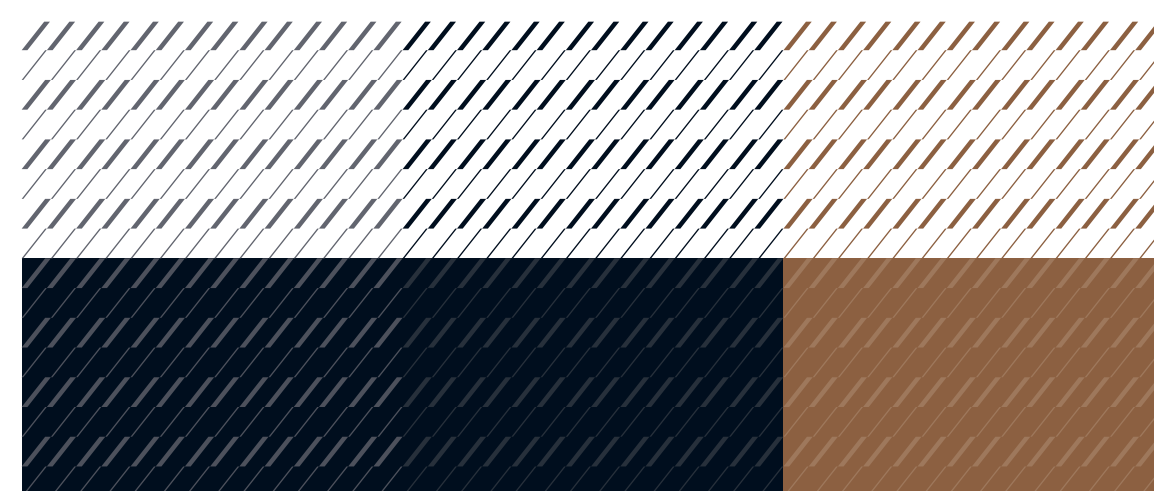
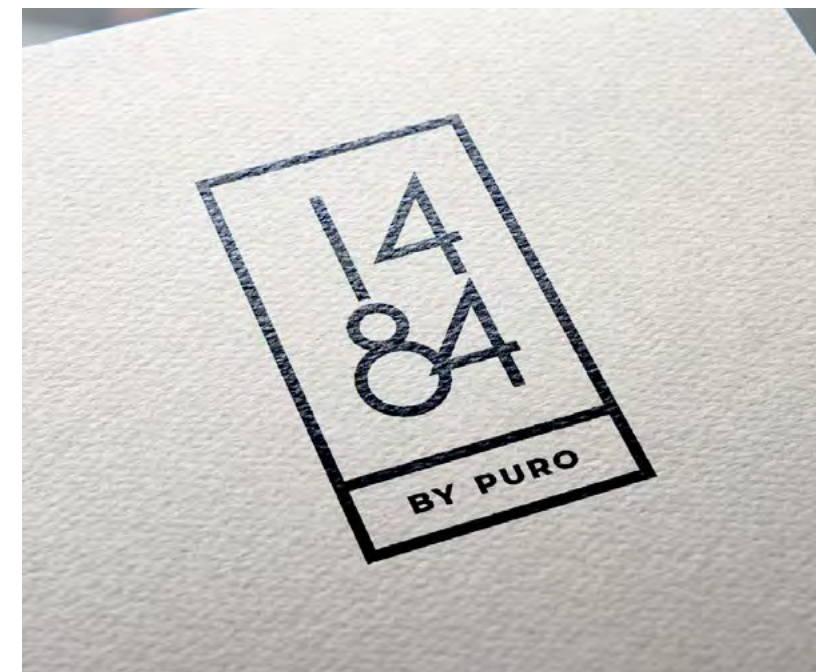
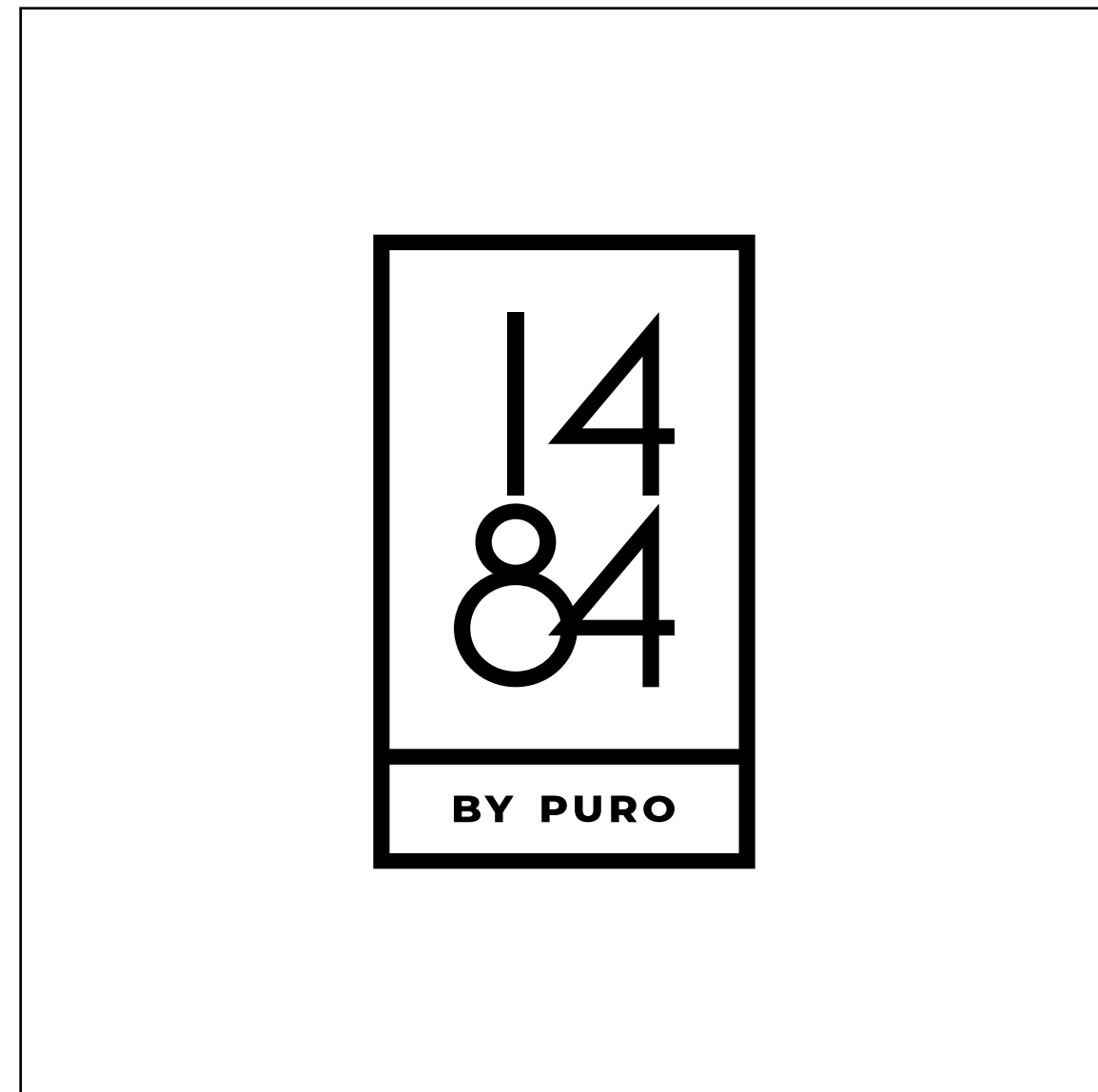
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BRAND CREATION

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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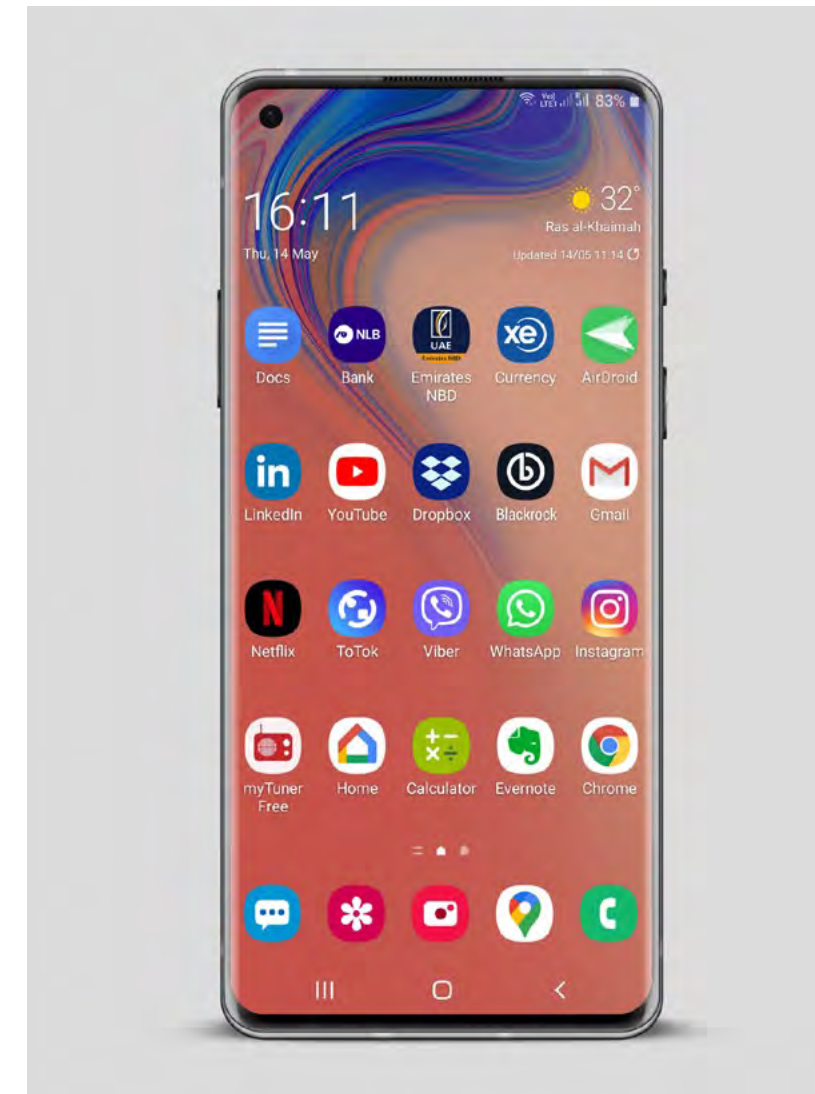
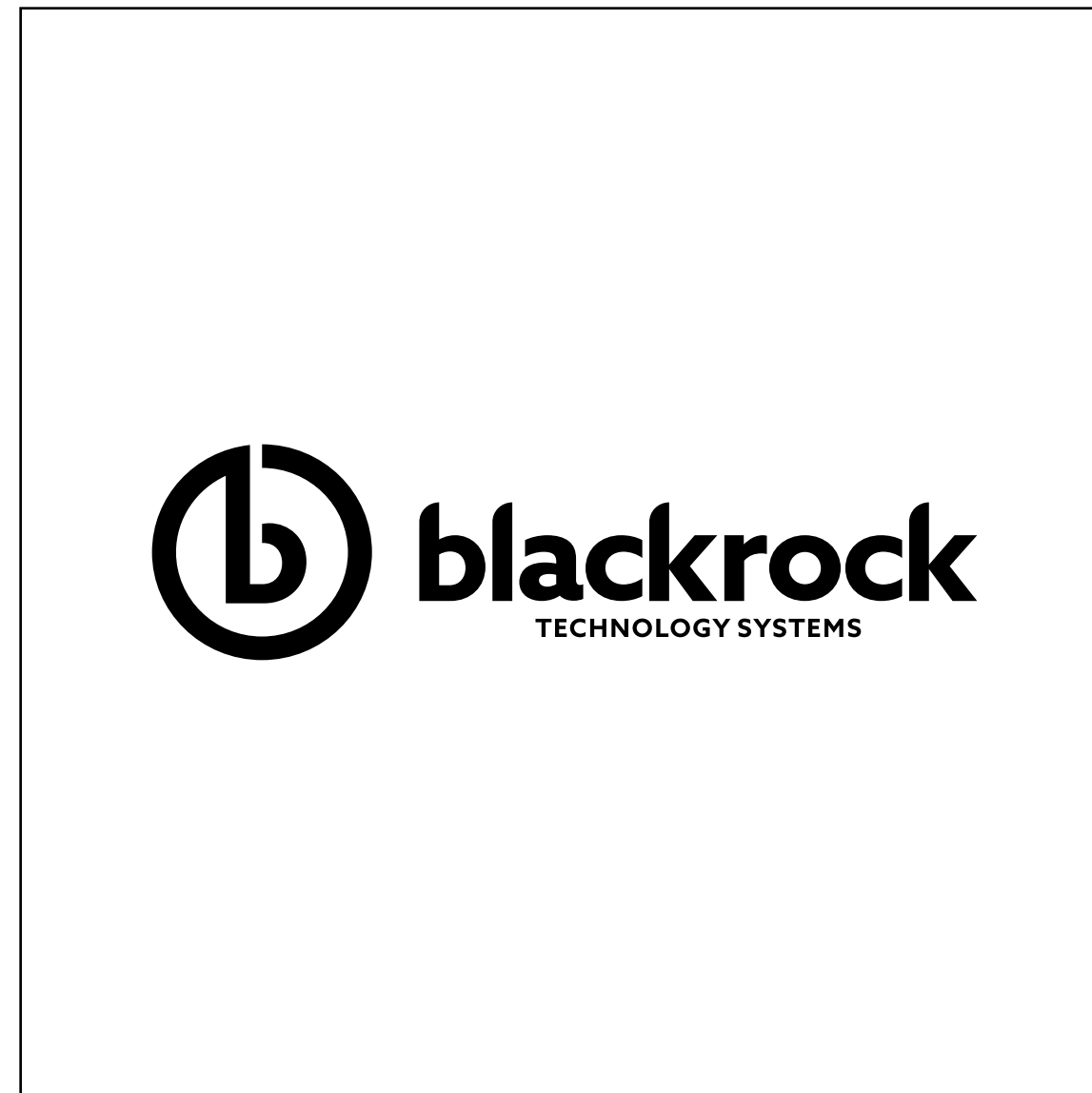
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BRAND CREATION

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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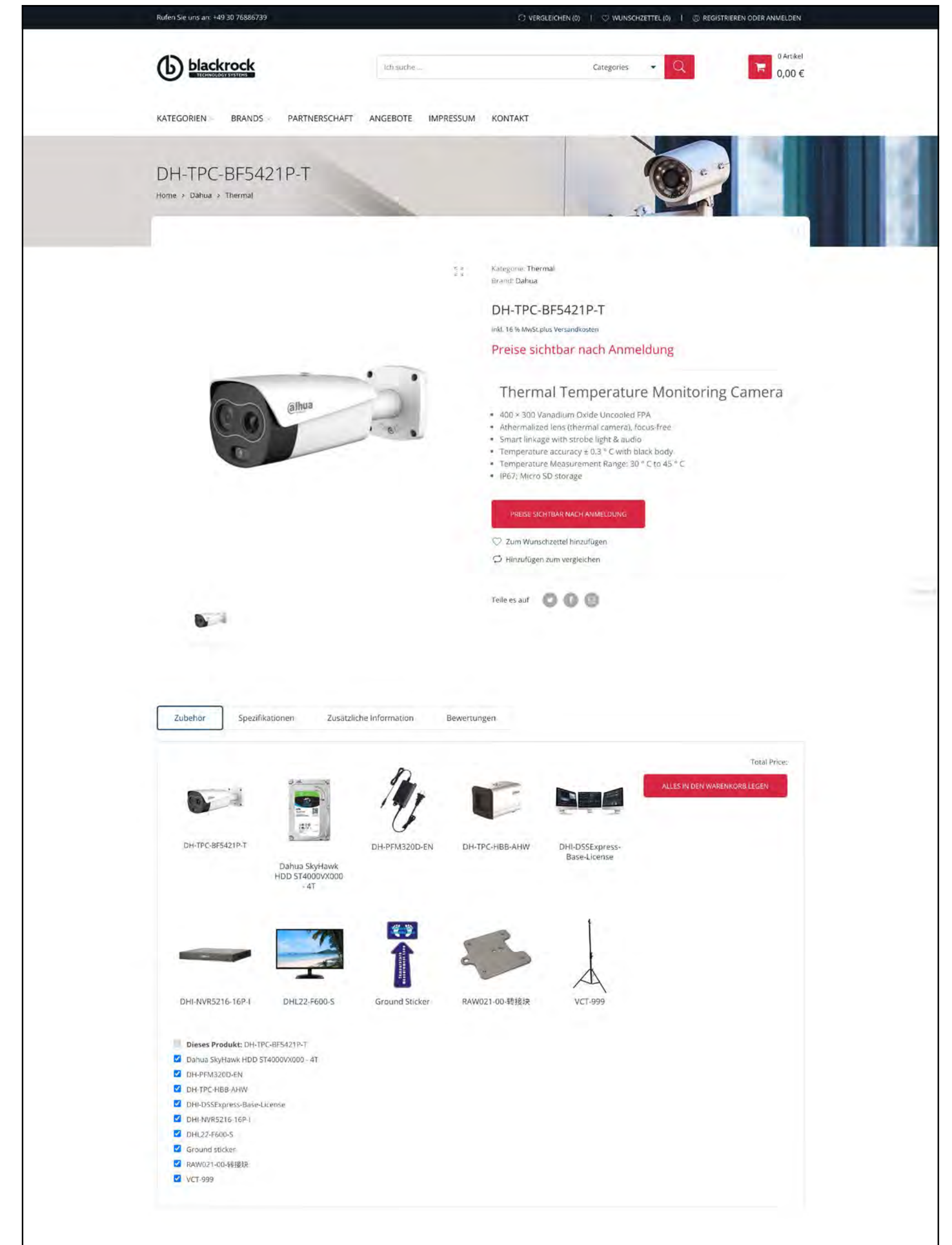
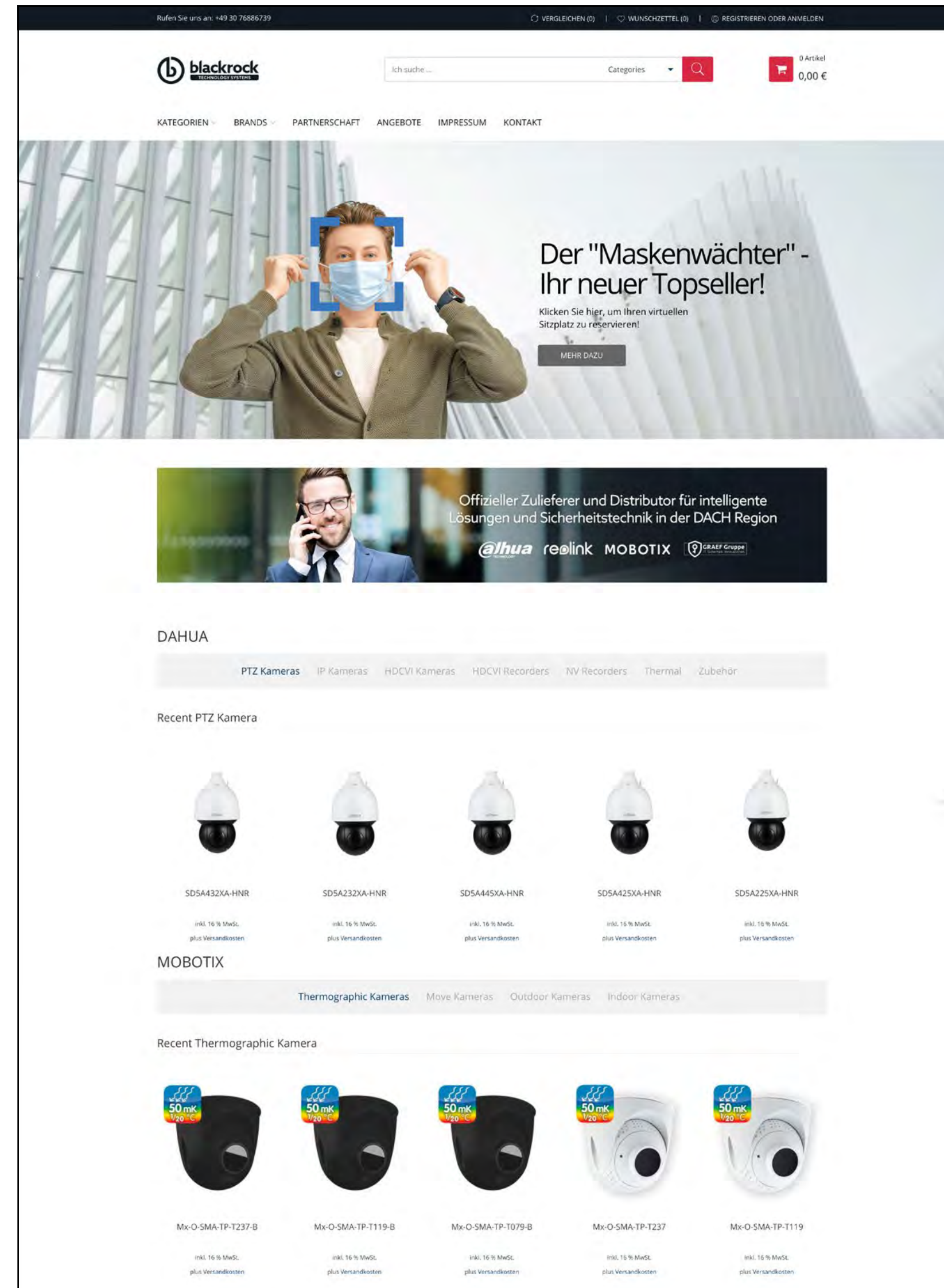
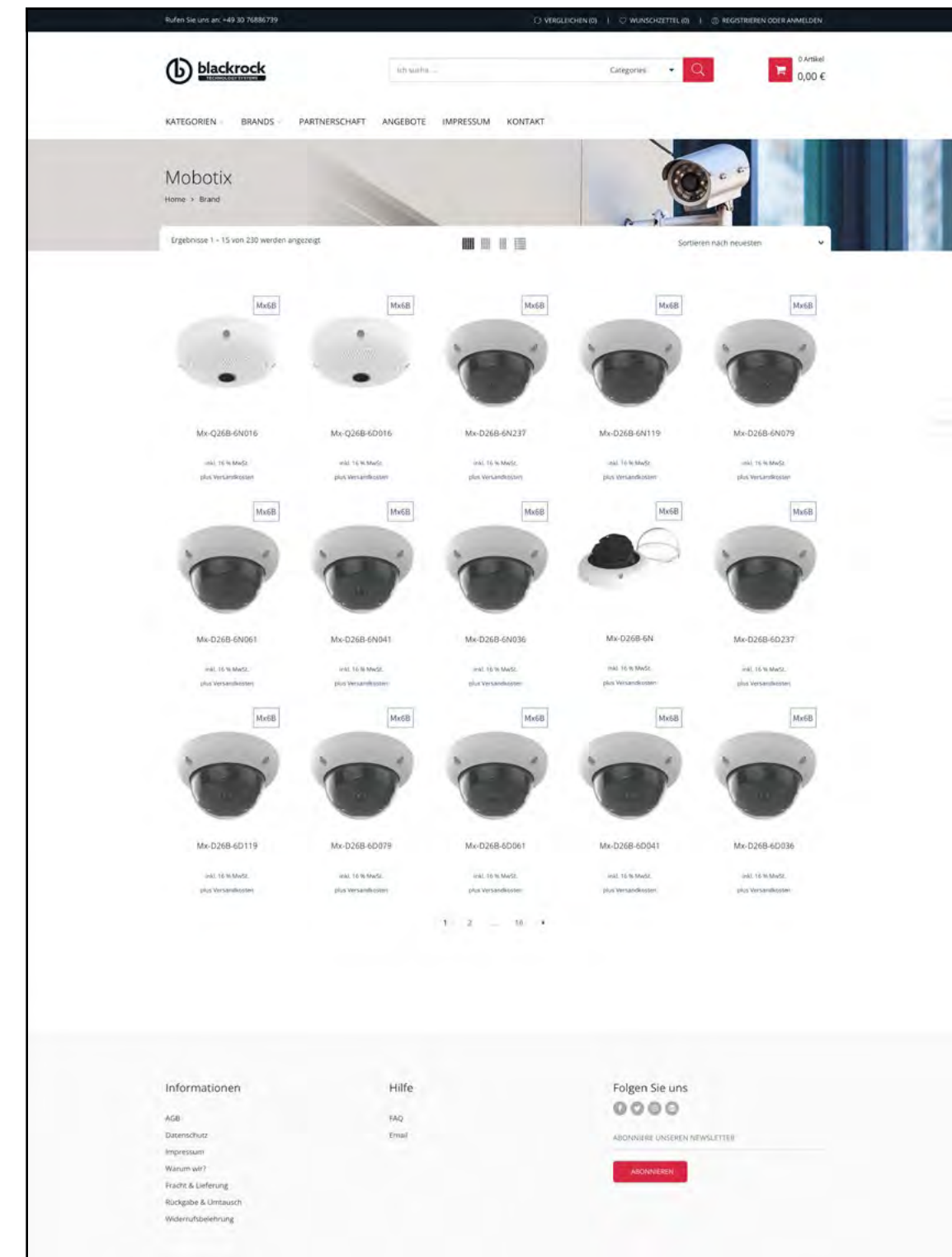
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ONLINE STORE

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 weltbekanntesten 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 Panikknopf-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.

Neueste Tracking-Handy-Anwendung

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

Mitarbeiterortung
Durch die regelmäßige GPSAktualisierung 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-Zone 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-Zone 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.

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

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.

TOWERSIDE



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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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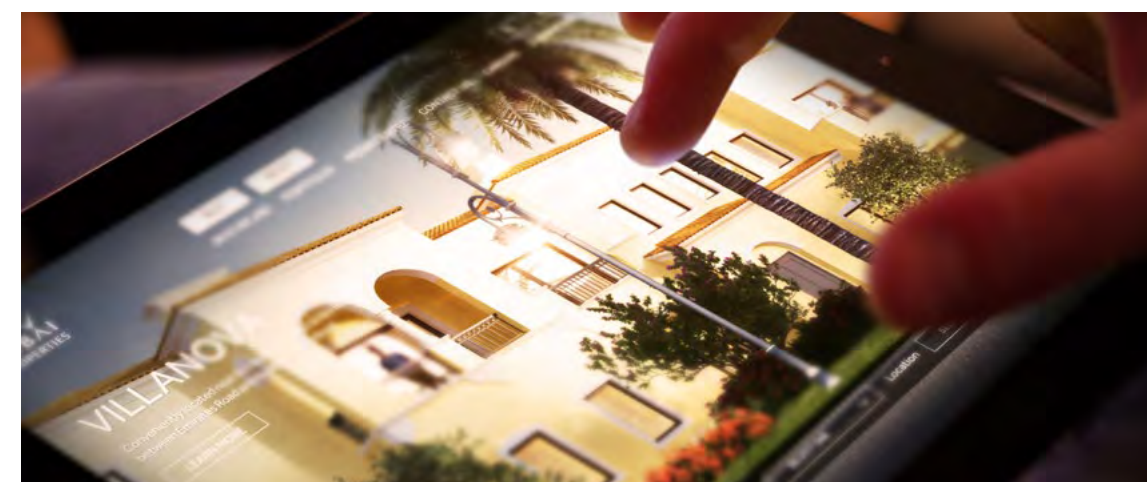
COMPANY WEB SITE

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](#)



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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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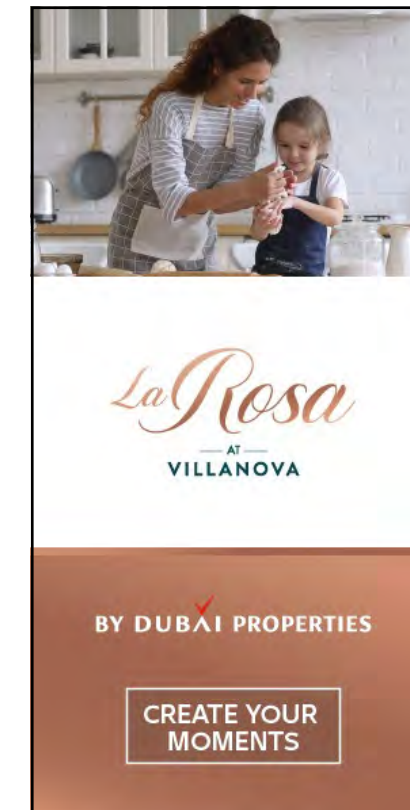
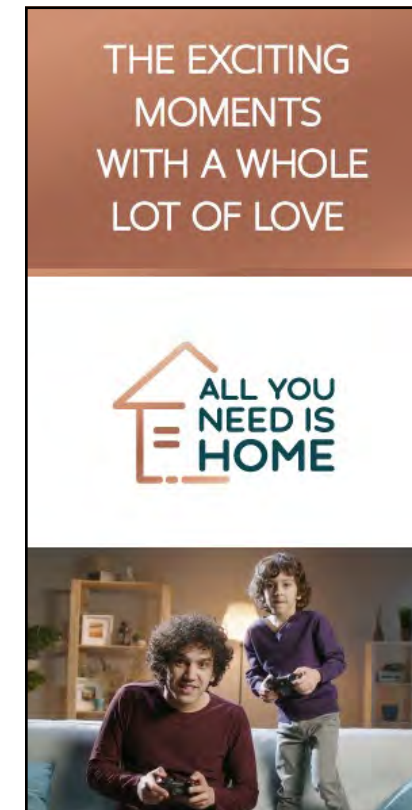
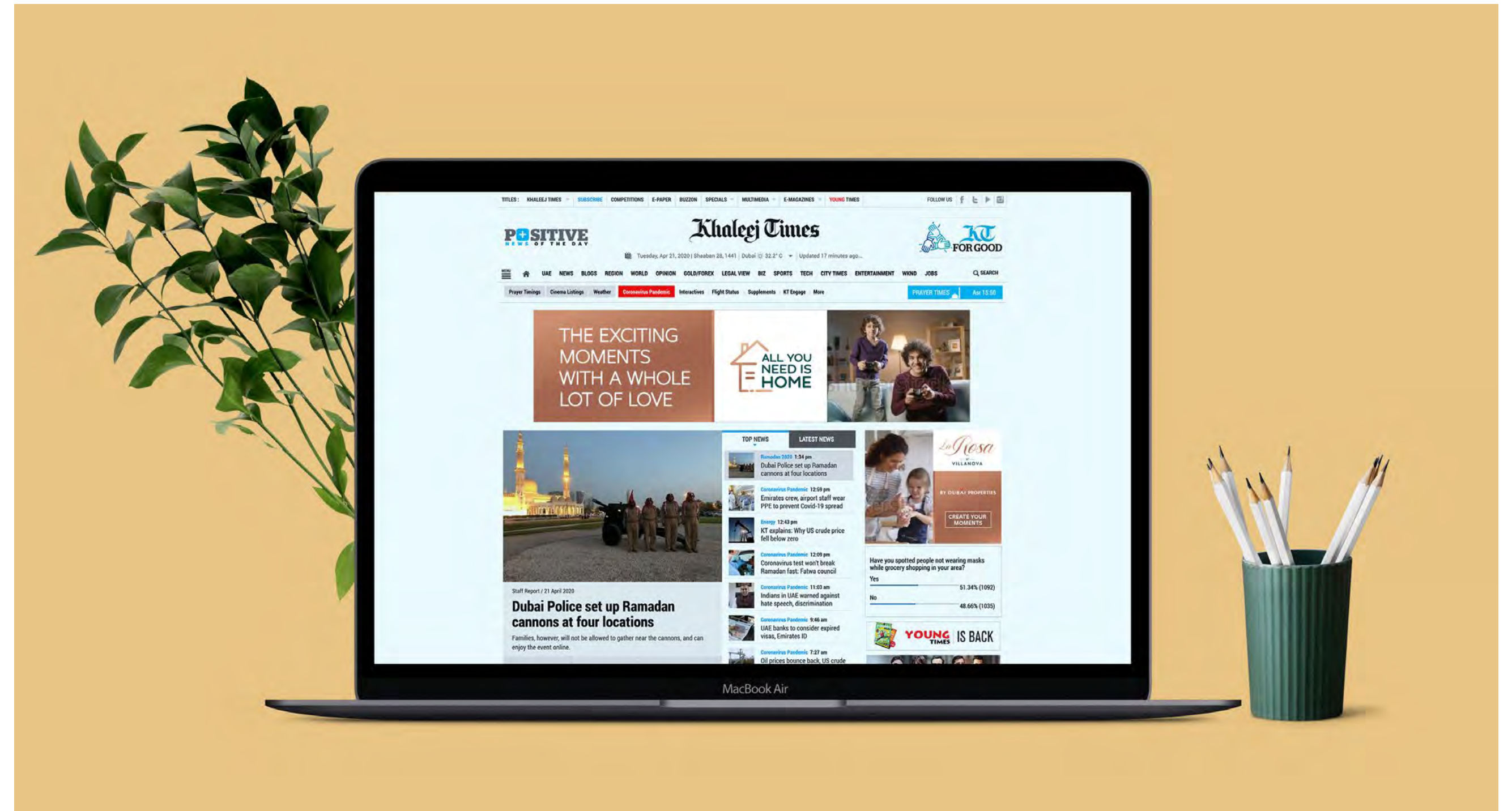
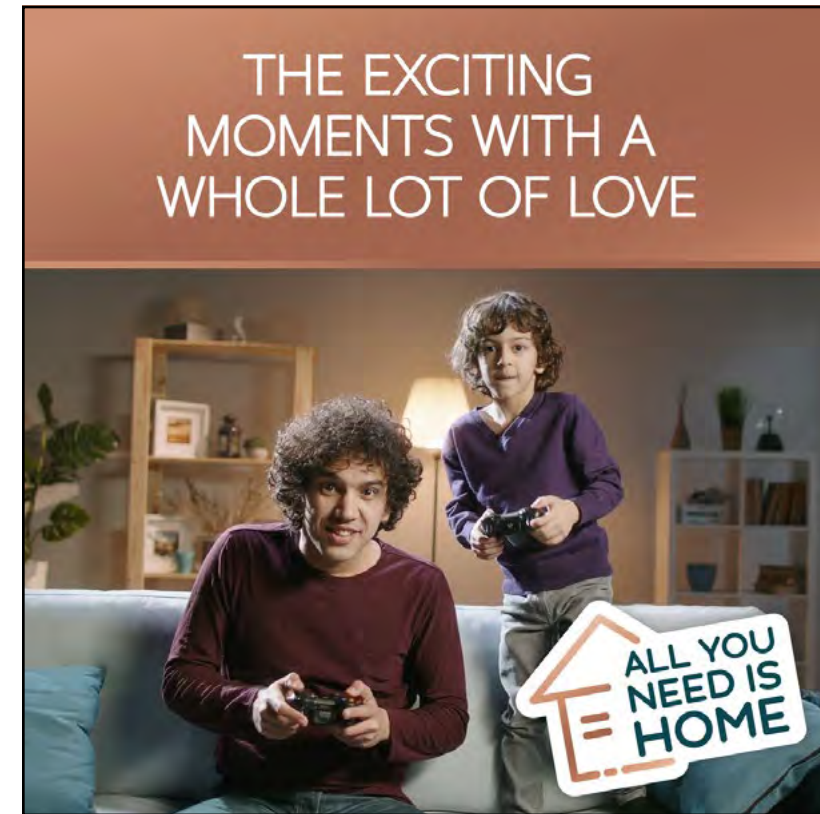
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DIGITAL CAMPAIGN

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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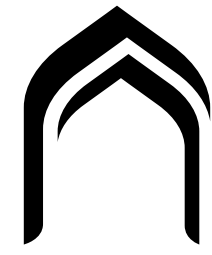
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CORPORATE COLLATERALS

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

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TAKING ADVANTAGE OF THE NEW OPERATIONAL REALITY OF HOTELS IN THE MIDDLE 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 lowest performing periods for the hospitality industry worldwide, with most business managers expecting a decline and the fear of contracting the virus (SARS-CoV-2) very much in people's minds.

The UAE sector was no exception. The United Arab Emirates (UAE) showed a year-over-year drop in occupancy of 54 points in May over the Ritz Carlton Al Wadi, Ras Al Khaimah (RCAW) which, according to a Statista report, showed a 54-point drop in May over the year-over-year period. In fact, the RCAW was not yet back to its pre-pandemic level, with occupancy at 48% in May 2020, compared to 54% in May 2019.

But against all odds, one hotel has defied this downward trend for the second month in a row, and is leading its budget target, but also recording an increase in performance on the same period last year. The Ritz Carlton Al Wadi, Ras Al Khaimah (RCAW) led on its performance as a luxury asset manager, making the best use of its unique location, synergies with safety and isolation. The high performance of this hotel was further supported by the hotel's long-term strategy as a destination for business and leisure, its protocols and social distancing procedures to ensure guests' safety.

RITZ CARLTON AL WADI - JUN-20 NY PERFORMANCE GROWTH

Category	2019	2020
Occupancy	54%	58%
ADR	145	148
RevPAR	78	86

Key achievements:

- Jun-20 performance: Occupancy was 21% above last year and 22% above budget. RevPAR was 21% above 2019, while ADR increased by 18% higher over the same period last year.
- Monthly RevPAR reached a record high of AED22.071 beating both last year and budget by 16% and 20% respectively.
- Asset value performed 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 following:

LEADER IN SETTING UP COVID-19 OPERATIONAL BEST PRACTICES

The Ritz Carlton team, supported by Stirling, immediately implemented the most rigorous standards for the UAE's health and safety authorities and the world-renowned accreditation organization, Bureau Veritas, in mid-June.

The hotel is currently working on increasing its operational processes to ensure its guests' safety and well-being. In line with the UAE's health and safety authorities and the world-renowned 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 room.
- Restaurants: New menus are being offered to ensure social distancing (2 meters) and a maximum of 4 guests per table. The hotel is only offering its table service. All tables and chairs are spaced before the next guests are seated and all menus have been replaced with QR codes accessible through the guest's room phones.
- Sanitization: The operation and the senior management are investigating the efficacy of a new through sanitizing gels for employees and guests.

CREATIVE PACKAGES TO BOOST STAYCATION REVENUE

With no international visitors, the hotel had to rely entirely on domestic business and leisure. Since the beginning of the COVID-19 pandemic, the hotel has focused its marketing on convincing that it is safe and secure environment where guests are able to continue to enjoy the experience offered at the resort.

Example of successful packages include:

- Learning with high-quality educational courses. This package provides families the greatest that kids will be able to continue to participate in their normal daily journey while guests have privacy in selected online meetings, all in the comfort of their villa.
- Guests like the general fit of the package, which allows activities 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 operator and the owner decided to promote value-add CAPEX projects.

Example of these initiatives include:

- Recreation works within the public areas to improve guest experience. Upgrade of the outdoor equipment to support remote meetings, investment in digital solution to improve efficiency throughout the resort.
- Reconfiguration of the hotel's convention area with a focus on the seamless co-existence between the resort's facilities and the hotel guests.

ABOUT STIRLING HOSPITALITY ADVISORS

Stirling Hospitality Advisors is a specialist hotel consultant and asset manager based in the UAE. As well as advising our own hotels, we work to help hotel and resort owners and clients around the GCC and offshore the opportunity to assist our owners 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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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

STIRLING HOSPITALITY ADVISORS

CREATE • PROTECT • GROW

PREPARE FOR OPENING

- Re-opening: detailed plan
- Costly floor-to-ceiling
- USP message to distribute
- Key hiring

STIRLING HOSPITALITY ADVISORS

TIME TO GET ADVISE 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 pessimistic. However, key metrics have been stable from the previous economic downturn. Strong parallels to the current situation have been seen in SARS pandemic in 2003.

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

The current impact can be measured from two angles: how a contagion virus can affect an individual market, and the larger impact on international travel. The situation is being a parallel "testing but short-lived" influence on the region's real estate market has previously experienced by SARS. The hotel industry may not only be affected by the loss of international travel as observed in prior operations, but by the loss of domestic travel as well. The positive outlook in the historical data indicate that demand has due to a challenging situation can be recovered relatively quickly, although not as quickly as can be. More problematic is the impact of such a phenomenon on credit trends in the market.

What has been learnt from the past in terms of managing a hotel during an economic downturn?

- Forecast scenarios state at what level hotel runs at a deficit and if the hotel owners can't afford it and what can be done.
- Based on performance indicators, experienced hotel owners should understand the importance of the crucial steps, which need to be taken. Hotel owners should be able to react timely and make firm decisions.
- One of the biggest mistakes hotel owners could make at this stage would be to implement operational measures in an attempt to stimulate demand. (E.g. reduce, during SARS the aggregate ADR for the Toronto hotels were not able to recover to 2002 levels and 2006, largely due to the cut-down rates implemented by hotels in the city in an immediate response to the significant drop in demand.)
- In retrospect, given the massive loss of the sudden decrease in travel, it is unlikely that decreased rates were needed above any demand into the market. If people are afraid to travel, that fear doesn't suddenly disappear when discounts are offered.
- Discounting is one of the common tactics applied to offset the effects of the drop in corporate and leisure travel. The other common applied was cutting costs. Some hotels reported cutting costs, usually by reducing operating hours or closing facilities.

The impact of the current challenging situation on the global travel industry will depend on the course of the pandemic, the extent and length of travel restrictions and most significantly, the media coverage of, and the resulting public's response to it. In the long term, however, the outlook is more optimistic.

Stirling Hospitality Advisors will continue to assist you with any aspect of your business, during these turbulent times and will keep you up to date with the relevant information and as the situation progress.

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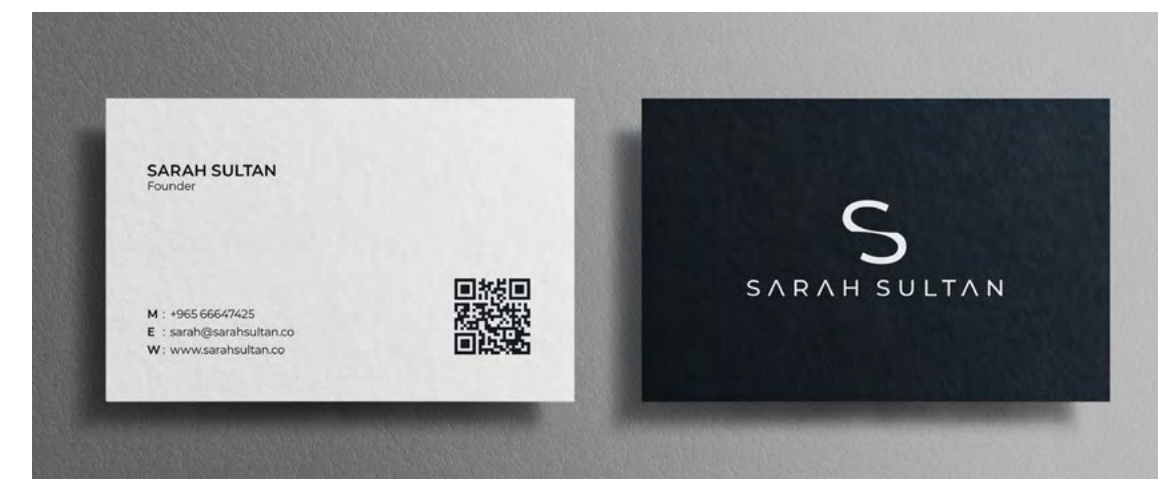
HOSPITALITY • CONSULTANCY • CORPORATE

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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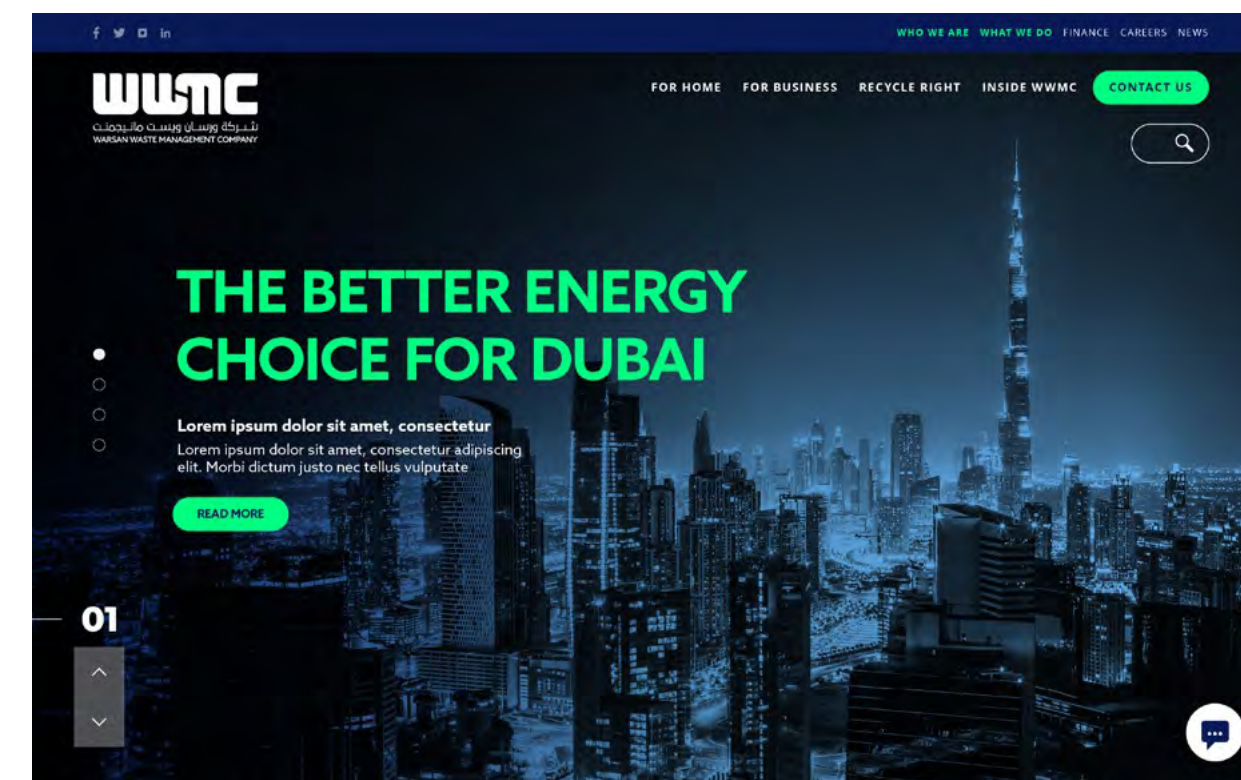
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BRAND CREATION

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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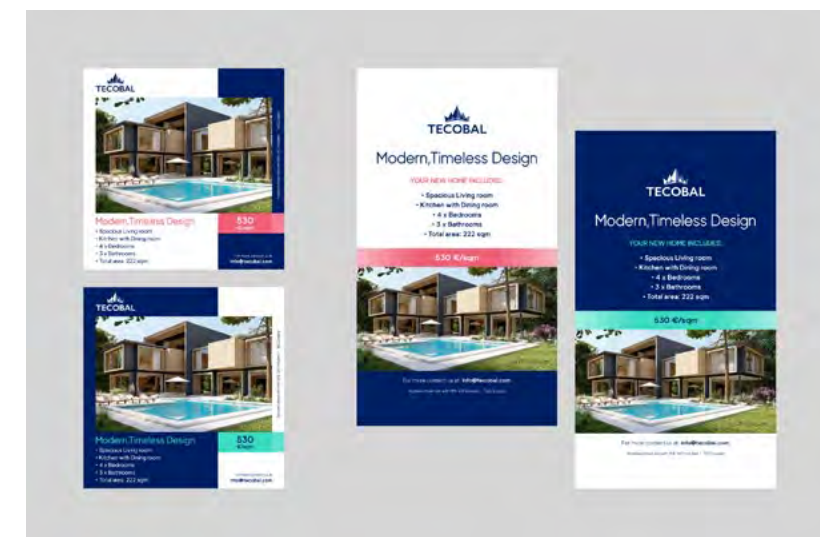
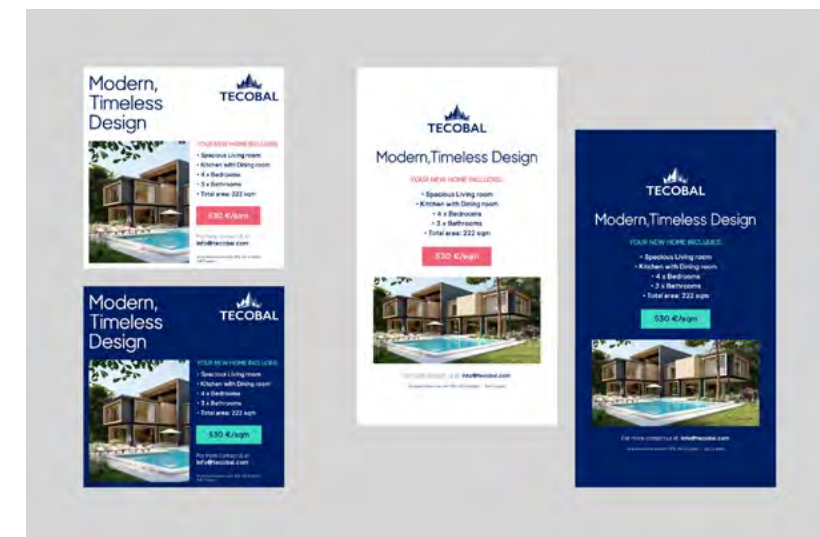
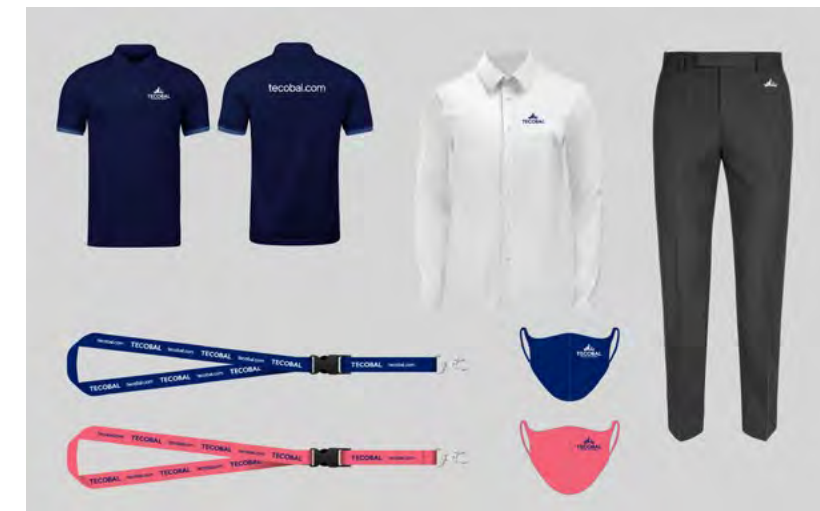
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REBRANDING

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.



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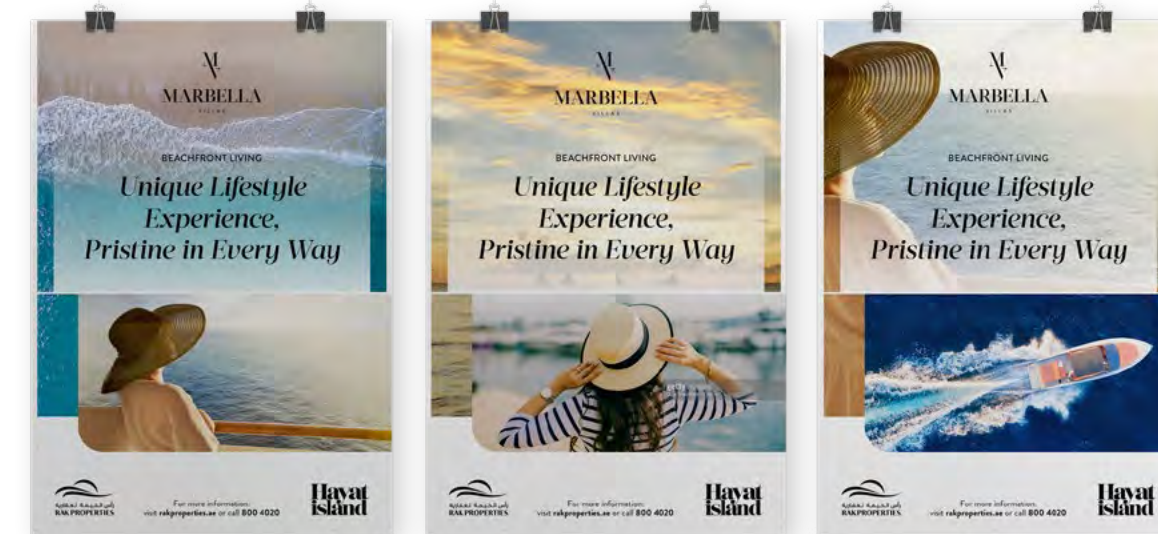
SOCIAL MEDIA CAMPAIGN

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.



رأس الخيمة لعقارية
RAK PROPERTIES



MARBELLA VILLAS
BEACHFRONT LIVING
Unique Lifestyle Experience, Pristine in Every Way

2 & 3 Bedroom Townhouses | 20.80 7 Years Post handover Payment Plan | up to 5y Free Community Service Charges

Are you looking for absolute comfort within your community?
Imagine living in a beachfront villa so close to the coastline that you can hear the waves, smell the sea breeze or enjoying the stunning sunsets. Imagine taking a morning stroll while your children are cycling in the parks or making sandcastles on beautiful sandy beaches.
All this and more can be yours at Marbella Villas on Hayat Island.

Mina Al Arab Community Features:
24 Hours Security, Extraordinary Services, Kids Play Areas, Sea Views and Private Beaches, Recreational Facilities, Landscaped Open Space.

INTERCONTINENTAL LUXURY 5 Star Hotel on Hayat Island

Register your interest or Contact us over Whatsapp

MARBELLA VILLAS
أنيق. فاخر. معاصر.
امتلك كل هذا الآن

2 & 3 | 20.80 | up to 5y
Bedroom Townhouses | 7 Years Post handover Payment Plan | Free Community Service Charges

أنيق. فاخر. معاصر. امتلك كل هذا الآن
متنقذة وسهولة واسعة شجرته والجزء مهمدة على شاطئ البحر والمزدهر. فلاتات هنا تيرا في المكان المناسب للاستمتاع بتجربة مستثنىة.
فلات على الوجهة الحديثة مع تشطيبات فاخرة وتصميمات خارجية معاصرة جنباً إلى جنب مع العنود والمساحات على الشاطئ البدر والمناظر الخلابة التي لا تحصى.
كل هذا وأكثر يمكن أن يكون ملكك في فيلات ماربيليا في جزيرة الحياة.

مميزات مشروع ميناء العرب
امن وترسيمة على مدار 24 ساعة، خدمات استثنائية، مناطق لعب الأطفال، مساحات مفتوحة ذات مناظر طبيعية، مرافق الترفيهية، مساحات مفتوحة.

INTERCONTINENTAL LUXURY 5 Star Hotel on Hayat Island

تواصل معنا عبر الواتس اب

MARBELLA VILLAS
BEACHFRONT LIVING
Unique Lifestyle Experience, Pristine in Every Way

2 & 3 | 20.80 | up to 5y
Bedroom Townhouses | 7 Years Post handover Payment Plan | Free Community Service Charges

رأس الخيمة لعقارية RAK PROPERTIES
For more info click on the link in bio, visit rakproperties.ae or call 800 4020

INSTAGRAM STORY

MARBELLA VILLAS
Stylish. Luxurious. Contemporary.
Own it all

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INSTAGRAM STORY

CAROUSEL INSTAGRAM POST

BEACHFRONT LIVING
Unique Lifestyle Experience, Pristine in Every Way

2 & 3 Bedroom Townhouses | 20.80 7 Years Post handover Payment Plan | up to 5y Free Community Service Charges

Mina Al Ara Community Features:
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DIGITAL BANNERS

MARBELLA VILLAS
BEACHFRONT LIVING
Unique Lifestyle Experience, Pristine in Every Way

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رأس الخيمة لعقارية RAK PROPERTIES
Register your interest

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أنيق. فاخر. معاصر. امتلك كل هذا الآن

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مميزات مشروع ميناء العرب
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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.

BANKO
Banking On Africa



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FINANCIAL • INVESTMENT • BANKING

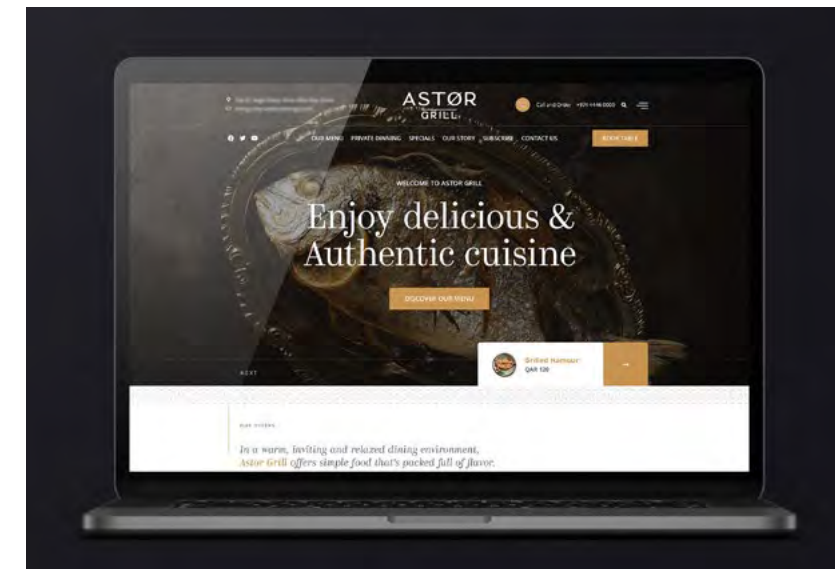
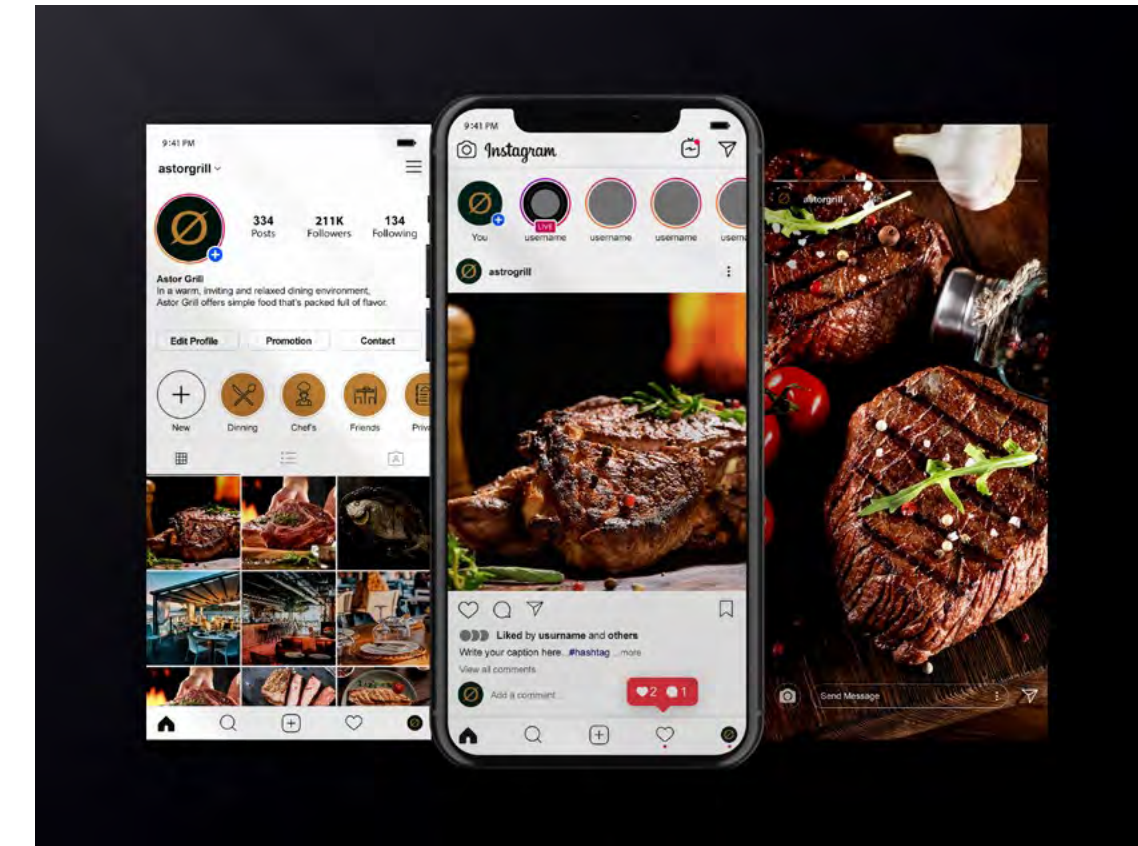
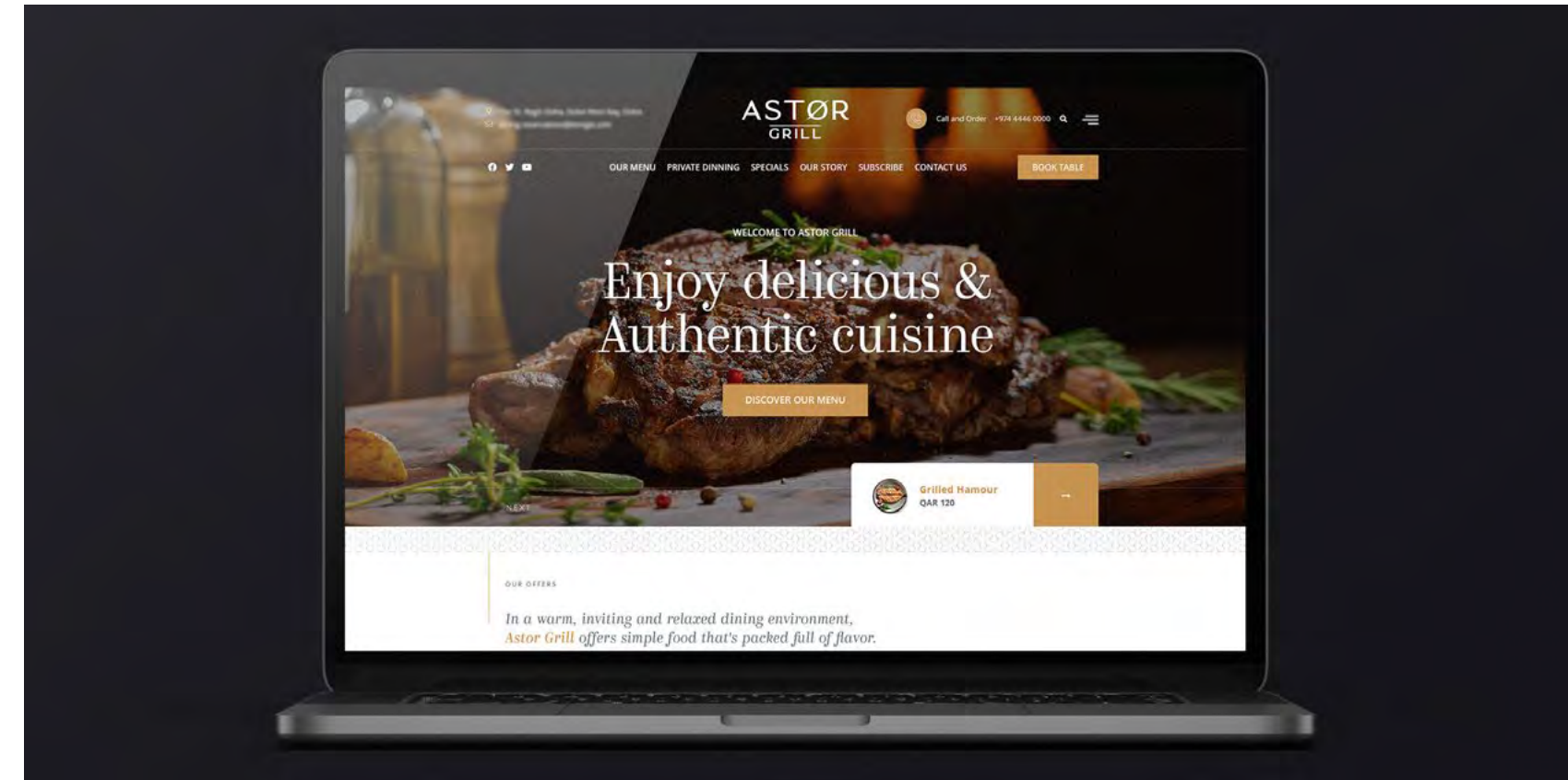
BRAND CREATION

CLIENT: ASTOR GRILL

VISUAL IDENTITY • COLLATERALS • BRAND APPLICATIONS

Astor Grill is a steakhouse specialized in aged premium meat cuts prepared on a Josper 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.

ASTOR GRILL



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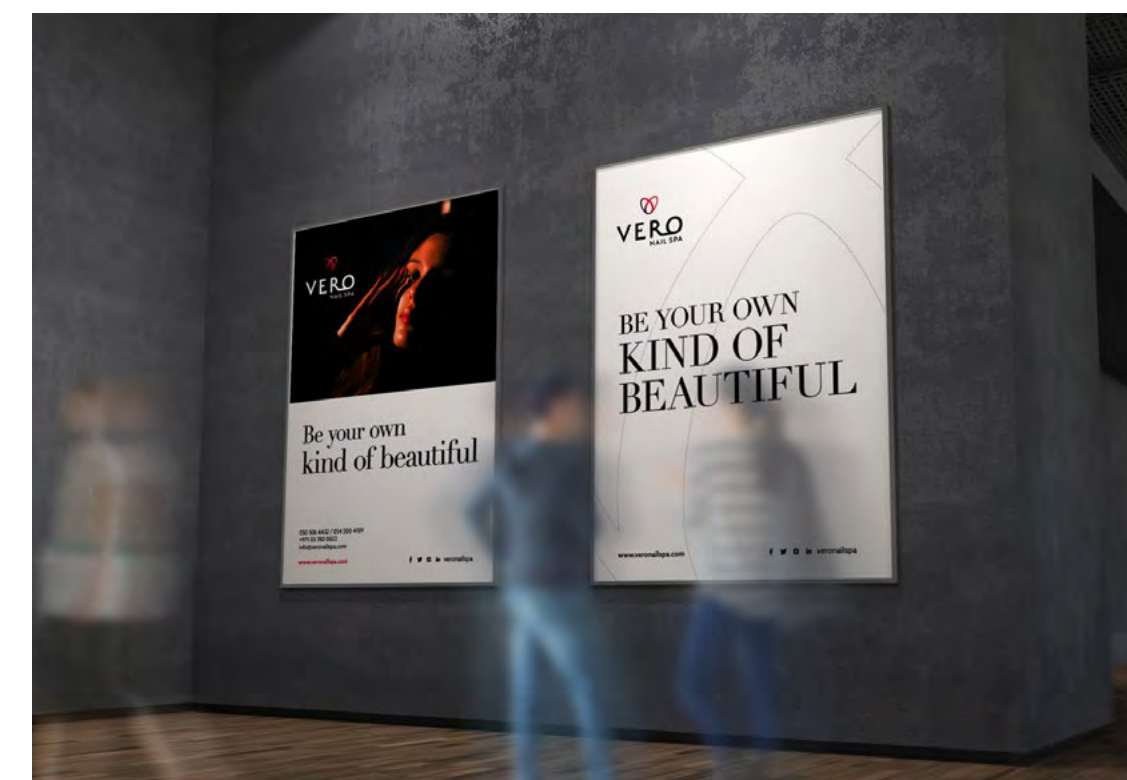
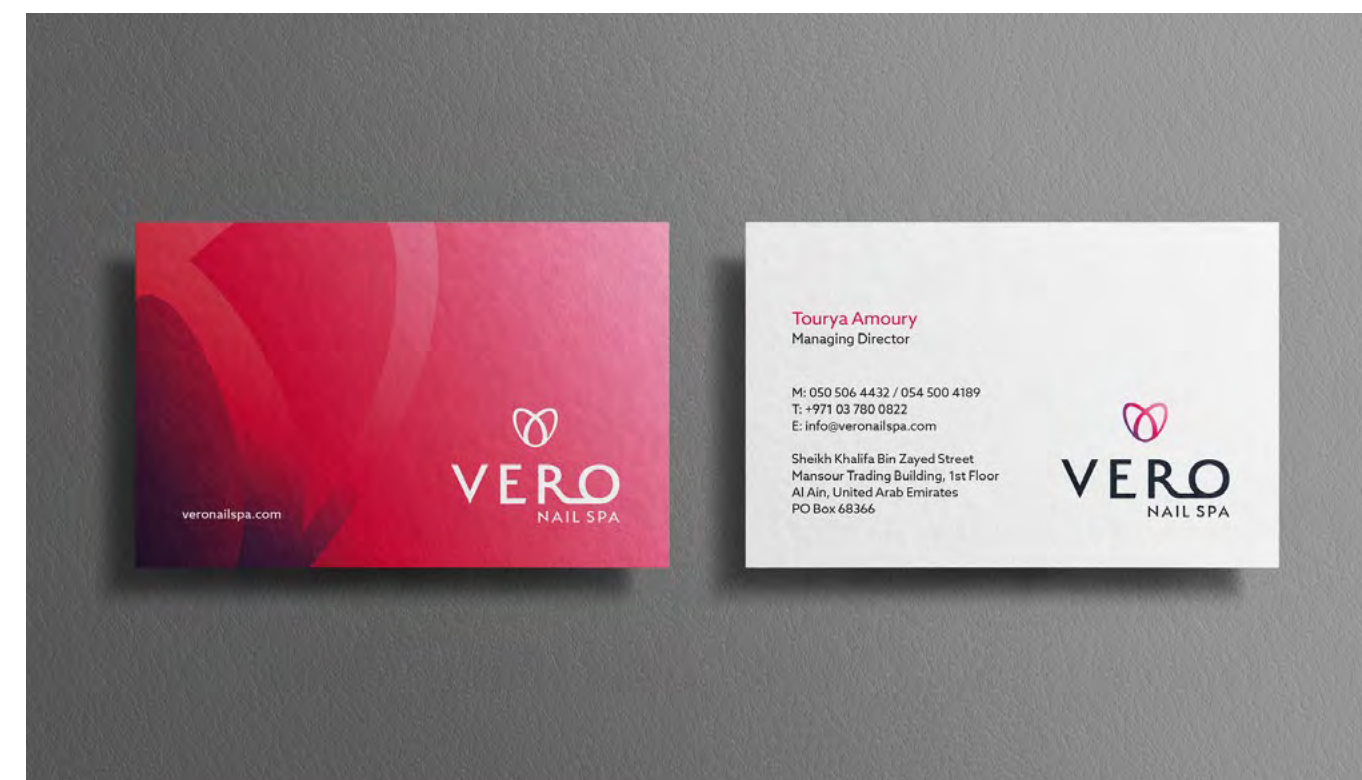
GREEN ENERGY • SUSTAINABILITY

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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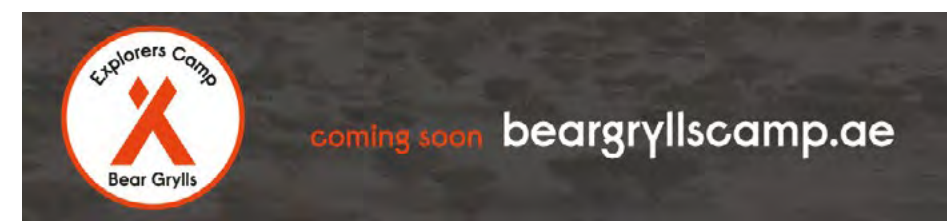
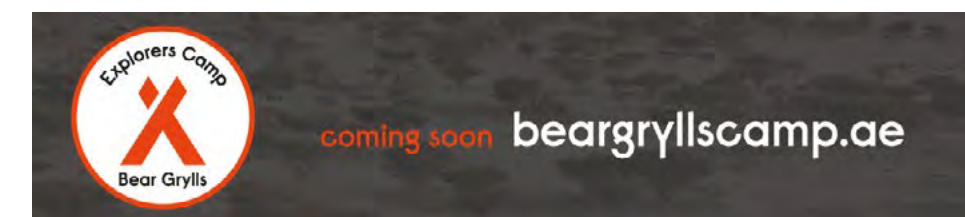
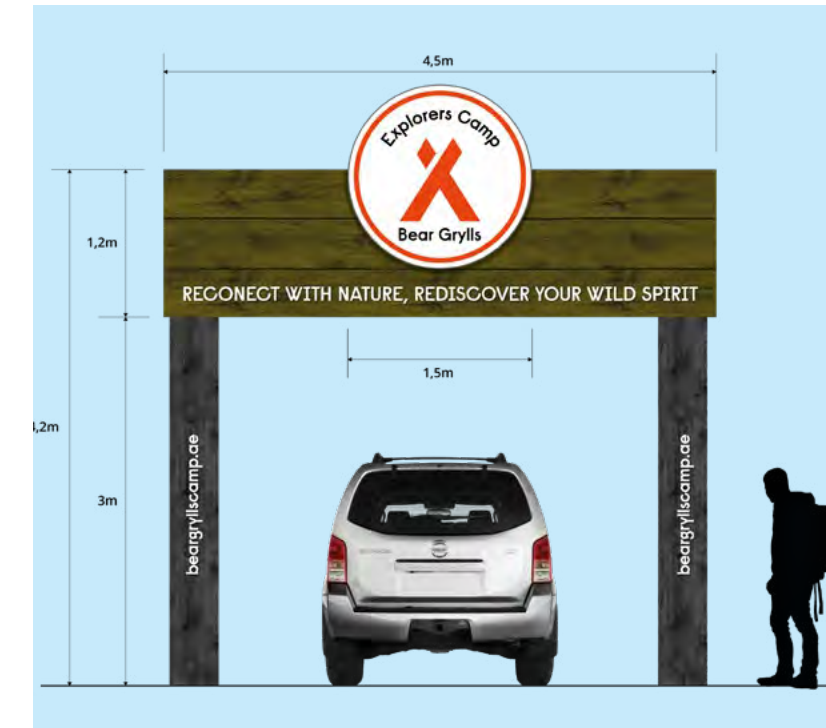
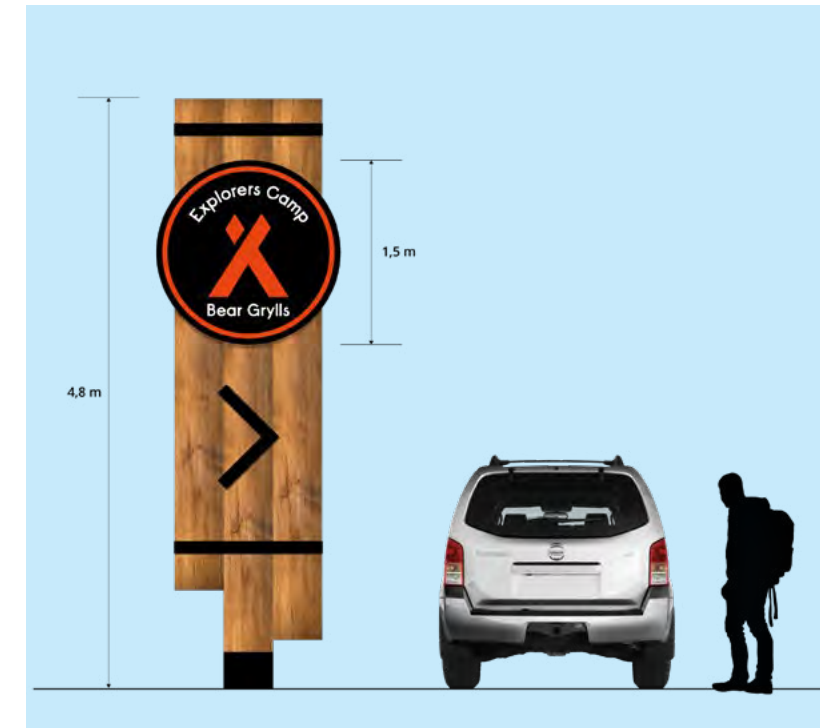
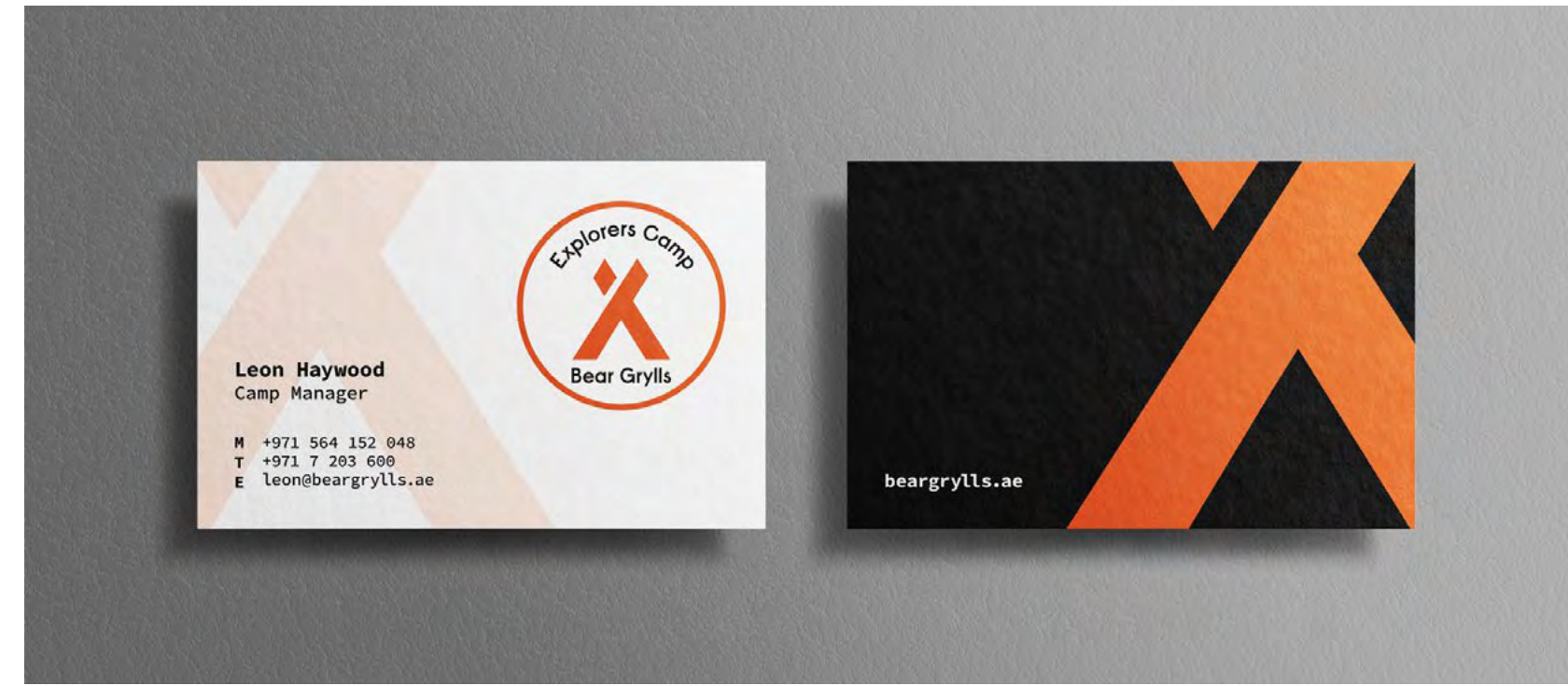
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BRAND ADAPTATION

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.



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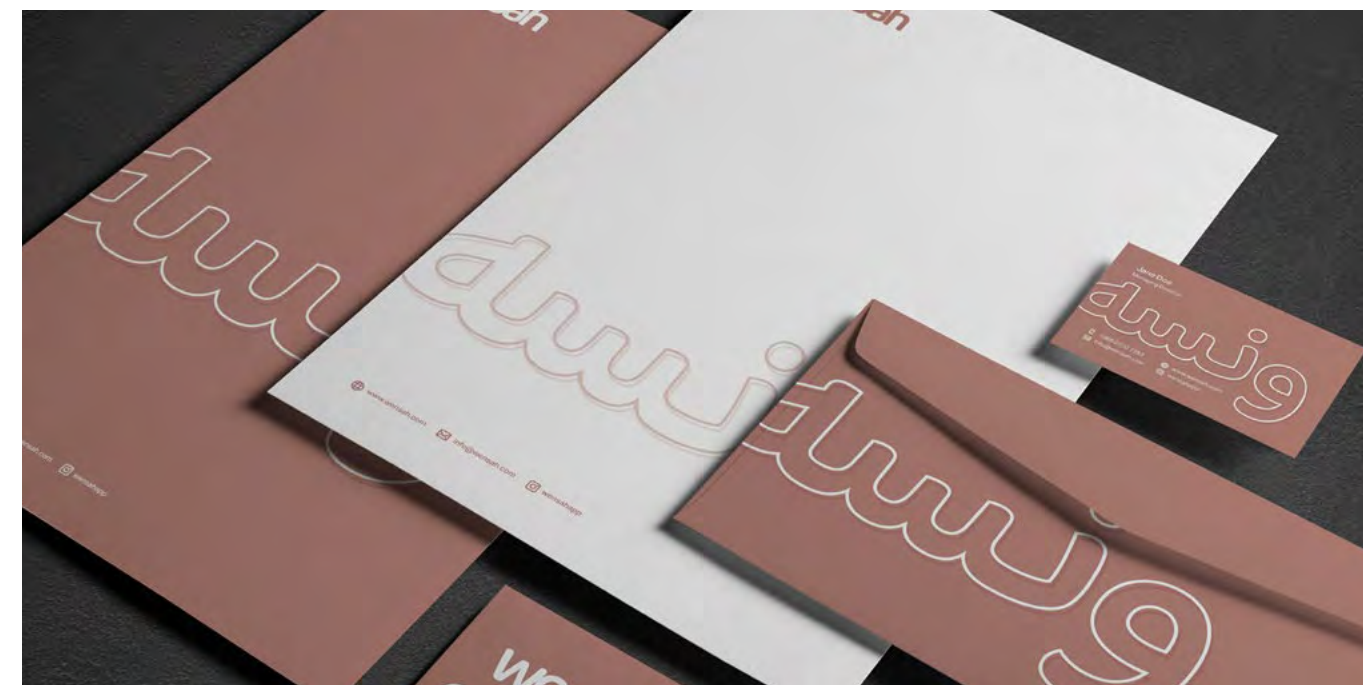
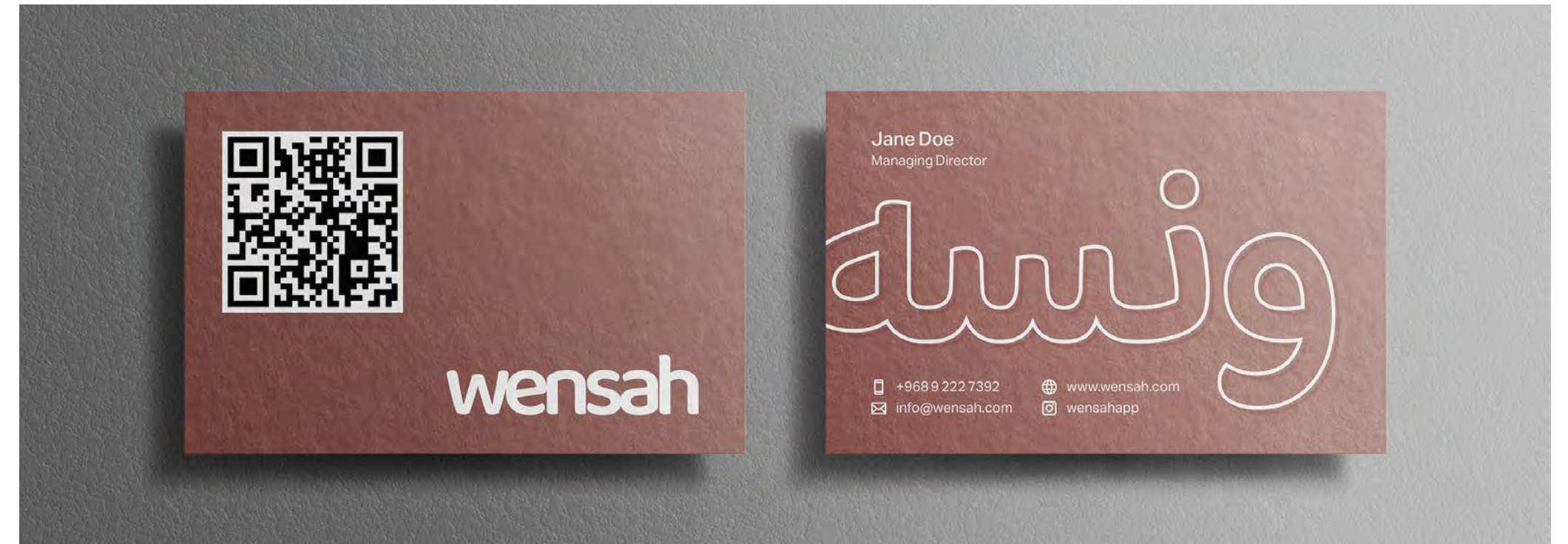
BRAND CREATION

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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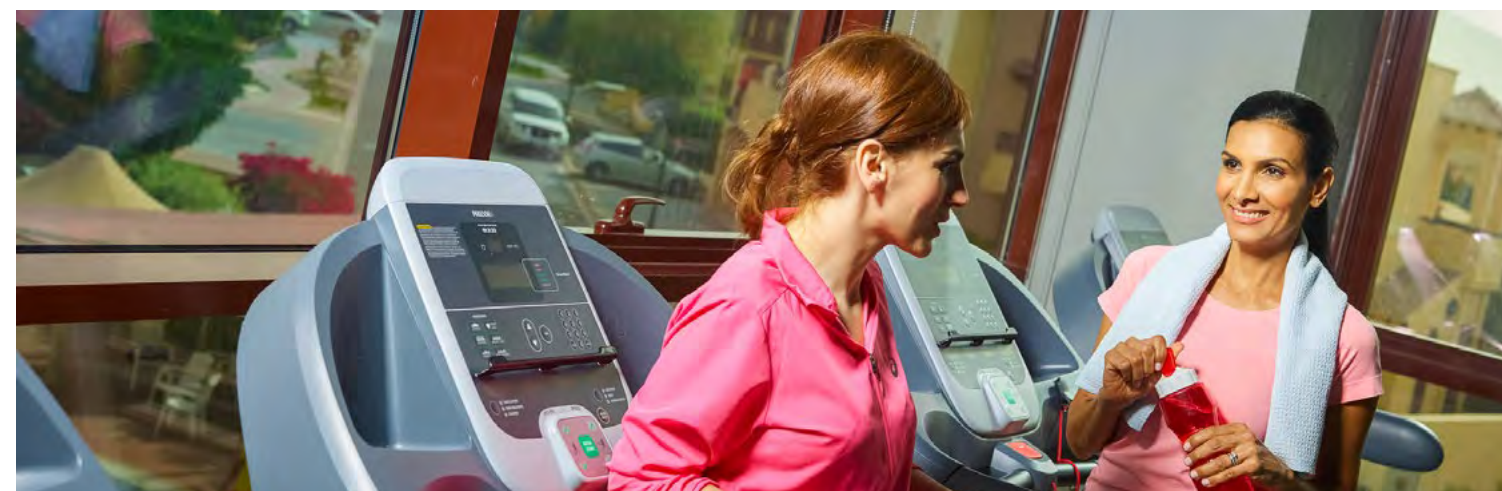
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COMMUNITY PHOTOSHOOT

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, Ghoroub and more.



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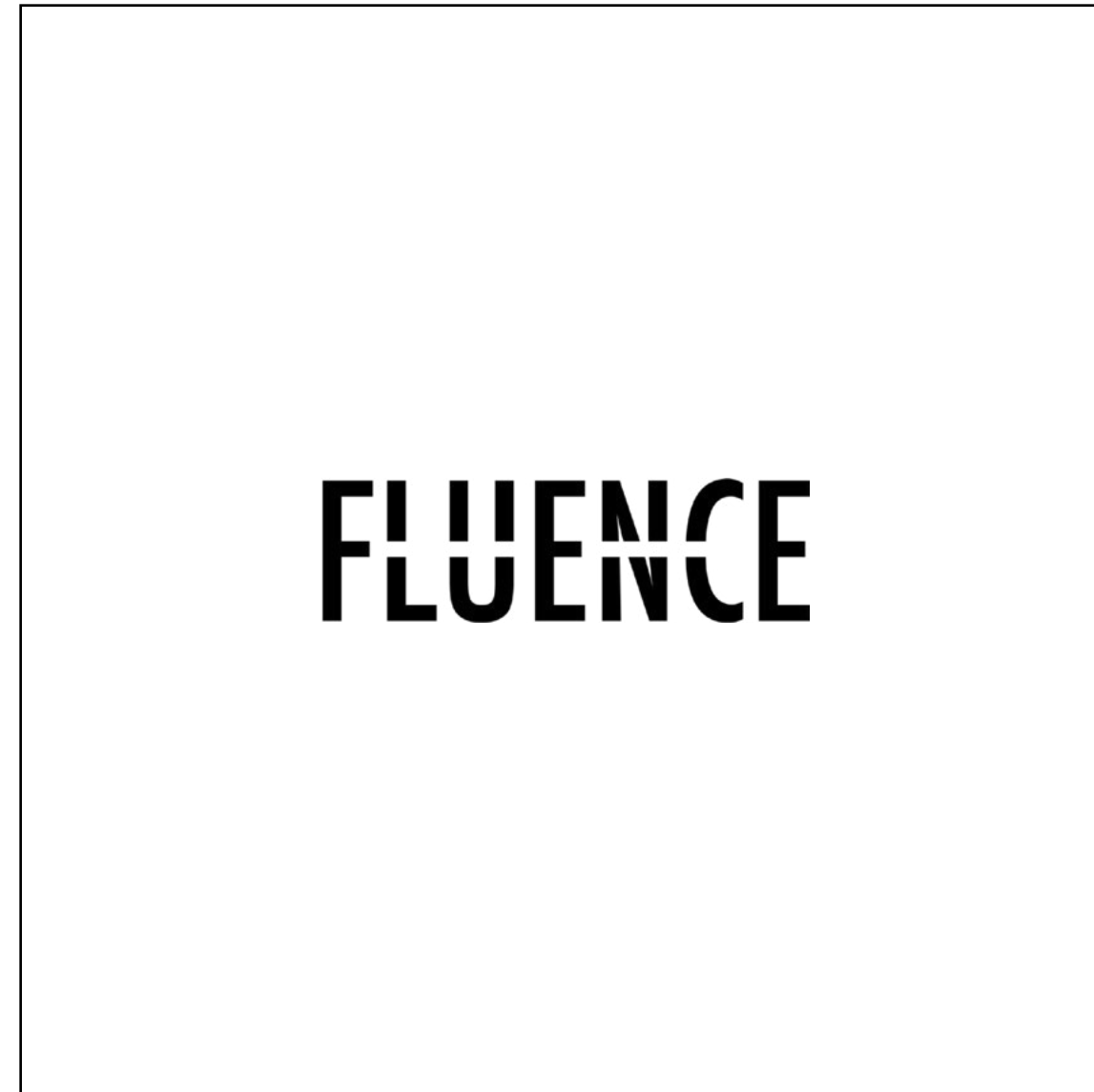
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LIFESTYLE PHOTOSHOOT

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

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- 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

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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.



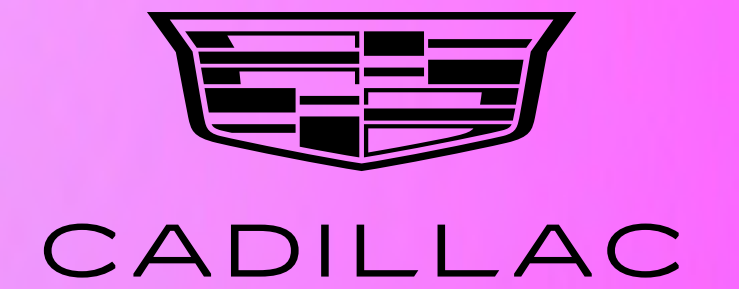
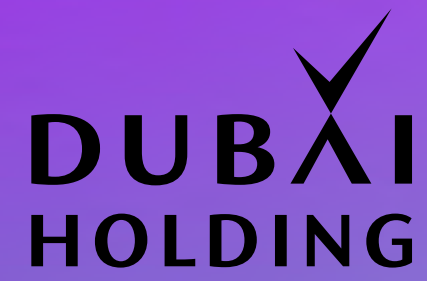
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Experience with





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