

Multidisciplinary design lead with **12 years across brand identity, product UI/UX, motion and print**, nine of them in Qatar with two banks, a WPP agency and a luxury fragrance house. My clients have included Qatar embassies, royal-family brands, the Ministry of Interior, Msheireb Properties, Commercial Bank and Doha Bank. I build the systems behind the work (brand guidelines, design systems, developer and print handover) and use **AI tools daily** for design, image and video to get from concept to finished work faster.

EXPERIENCE

- **Lead Designer** / Maison Mirwad, Doha Nov 2025 – Present
 - Lead brand, digital, marketing and print design for the house and its clients, including Qatar embassies, royal-family brands and the Ministry of Interior.
 - Art-direct and produce long-form publications in InDesign, most recently the 85-page “Discover Shanghai” booklet for the Qatar Embassy, Shanghai.
 - Turn business data into executive presentations, management reports and infographics for leadership and clients.
 - Set up an AI-assisted production workflow: Claude for designs, web apps and client deliverables, plus AI image generation and Higgsfield AI video for campaigns.
 - Manage the brand’s web presence and content on Shopify and WordPress.
- **Senior UI/UX Designer** / Commercial Bank, Doha Apr 2025 – Nov 2025
 - Led design of the bank’s CRM: user flows, wireframes and responsive UI in Figma.
 - Designed 360° dashboards for CET, Retail, Corporate and Product, translating Excel-based KPIs into recurring executive dashboards and presentations.
 - Built a scalable design system and ran developer handover with annotated specs, component libraries, design QA and SharePoint documentation.
- **Lead Designer** / Mirwad, Doha Dec 2020 – Apr 2025
 - Led branding, packaging and social campaigns for the brand and its clients, from concept to production.
 - Designed UI/UX for client mobile apps and the brand website; created landing pages and marketing assets that increased engagement.
 - Set design standards and kept quality consistent across teams, channels and projects.
- **Co-Founder & Design Lead** / Fepper, India (concurrent) Jun 2021 – Jan 2025
 - Co-founded a multi-platform food-delivery product and designed the customer, vendor and admin apps end to end.
 - Defined the brand identity, UI/UX and interaction patterns; led creative direction for both brand and product.
- **Graphic Designer** / JWT Doha (Msheireb account) Feb 2019 – Dec 2020
 - Created campaigns and visuals for Msheireb Properties, Museums, Downtown and Zula Wellness Resort, including corporate presentations, digital UI, brochures and large-format signage.
- **UI/UX Designer** / Doha Bank, Doha May 2017 – Jan 2019
 - Led the UI/UX redesign of retail and corporate internet banking, improving flows and consistency based on user feedback.
 - Delivered wireframes, user journeys and prototypes; worked with analysts and developers through handover to pixel-perfect, responsive UI.
- **Earlier roles** / India Oct 2014 – May 2017
 - UI/Visual Designer, Medlife (PharmEasy):** doctor-booking app across patient, doctor and admin flows. **Graphic Designer, Mystifly:** travel-portal visuals, infographics and data-driven presentations. **Creative Designer, Gergstore:** visual identity, packaging and digital content for e-commerce and real estate.

EXPERTISE

Brand

Visual identity · Brand guidelines · Packaging & print · Typography · Illustration · Editorial & publications

Product

UI/UX · Design systems · User flows · Wireframing & prototyping · Dashboards · Developer handover & design QA

Motion

Motion graphics · Logo & icon animation · Microinteractions · Lottie · Promo video

AI

Claude (design, web apps, deliverables) · AI image generation & manipulation · Higgsfield AI video

TOOLS

Figma · Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · PowerPoint (10+ yrs) · Shopify · WordPress · HTML & CSS · SharePoint

EDUCATION

Electronics & Communication Engineering

LBS College of Engineering, Kasaragod, India · 2010–2014

Google UX Design Certificate

Coursera · 2024

LANGUAGES

English: fluent
Arabic: read and write

AVAILABILITY

Notice: immediate to one month
Open to relocation (GCC and international)

PDF portfolio on request