



FIROZ MUHAMMED

DESIGNING | ADVERTISING | BRANDING

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Online
Portfolio

01 Career Objective

Actively pursue a career as a Senior Graphic Designer / Art Director with an esteemed organization to put in my talent and experience for the best interest of the organization and personal growth.

02 Synopsis

A dynamic professional with ample experience in the fields of Graphic Designing, Advertising, Web Designing and Printing. Having confident and artistic approach towards teamwork and recognition.

Eighteen more years experience has provided me with the skills and knowledge to manage any design project or advertising from conceptual stage, through to completion.

20 years
Experience

03 Career Profile

MMI (Dubai, Oman, Tanzania,
IWS Thailand, Ethiopia)
Costa, Premier inn Hotels

MARITIME & MERCANTILE INTL. LLC (EMIRATES GROUP)

Creative Services Manager - December 2015 to till date

- Lead the creative team to develop innovative concepts and messages for advertisements, campaigns, websites, collateral, etc.
- Work with the marketing team to develop a cohesive marketing strategy for the company
- Develop and maintain an effective brand identity through all media
- Coordinate with other departments such as marketing or sales to provide feedback on upcoming campaigns or events
- Work closely with sales to develop key messages and strategies to support their individual programs
- Ensure that all marketing materials reflect a high quality of design

EMIRATES NBD, DUBAI (largest banking groups in the Middle East)

Designer/Advertising Specialist - April 2014 to December 2015

- Designing advertisements & promotional materials such as posters, Flyers etc
- Creating Emailers and banners for social media
- Producing first stage creative visuals and gift ideas for different occasions
- Designing newsletters
- Creating Internal & External EDM - **English & Arabic**
- Creating Banners and other visuals for ENBD website and events

continue...

TDIC, Westin, MCBC, Cass
Business School, Etihad Rail,
Qatar Friendship Fund, Ducab,
ADFCA

ZED COMMUNICATIONS. (WASL GROUP) ABU DHABI

Sr.Graphic Designer - August 2012 to March 2014

- Designing advertisements & promotional materials such as posters, Flyers etc
- Creating Key visual and rollout for creative pitch
- Producing first stage creative visuals from concepts provided
- Professional presentation to colleagues and clients of work
- Designing monthly newsletter of Westin Hotel, Abu Dhabi
- Creating Emailers and banners for social media for Westin, TDIC, CASS etc
- Designed office branding of Etihad Rail
- Developing design for logos, stationery, packaging and branding, design for ATL & BTL communications
- Finalizing the design

FP7/MCANN WORLDGROUP, ABU DHABI

Sr. Graphic Designer / Studio Manager - March 2006 to February 2012

Kempinski Hotels(Middle East &
Africa), Emirates Palace, Zayed Higher
Organization, Dalma Mall,
Finance House, Marina Mall, Union
National Bank, Royal Jet, Sezzam,
Emirates Identity, Daman, GAHS, Abu
Dhabi University, ECSSR.etc

- Handled all BTL materials of Kempinski (more than 15 outlets)and Campaigns (EID campaign, Xmas Campaign, Summer Campaign etc)
- Created Creative Guideline for Emirates Palace- Abu Dhabi
- Team Member - **Emirates ID Launching Campaign**
- Team Member - **Daman Insurance Launching Campaign**
- Create high resolution print-ready Digital artwork to given specification and guidelines
- Producing first stage creative visuals from concepts provided
- Professional presentation to colleagues and clients of work
- Developing design for logos, stationery, packaging and branding, design for ATL & BTL communications
- Manage the Workflow of studio

GLOBE FZ L.L.C. DUBAI MEDIA CITY, DUBAI

Graphic Designer - September 2004 to February 2006

Sharp, Nestle, 3M, Alitalia,
Eqarat, ENOC

- Create high resolution print-ready Digital artwork to given specification and guidelines
- Magazine & News Paper Advertisement
- Developing design for logos, stationery, packaging and branding, design for ATL & BTL communications
- Designing POP materials
- Finalizing the design

AL MEEZAN PUBLICITY & ADVERTISING, DUBAI

Artworker/Designer - November 2001 July 2004

- Book work (Magazine) using Quark Xpress, InDesign & Freehand
- Designing POP materials
- Advertisements and website development.
- Indoor & Outdoor signage

continue...

04 Professional Qualification

THREE YEARS DIPLOMA IN PRINTING TECHNOLOGY

Institute of Printing Technology, Shoranur

Board of Technical Education, Kerala, India.

05 Computer proficiency

Diploma in Desktop Publishing

Advanced Web Designing

Proficiency in Quark X press

Certificate-3D StudioMax

Certificate-Adobe Flash

06 Design Tools

Adobe InDesign | Adobe Illustrator | AdobePhotoShop

Adobe Flash | Quark X press | Adobe Rush | Adobe After Effects

Dreamweaver | HTML | MS-word &Power Point

07 Skills

- Numerous personal Graphic Design Projects
- Extensive experience in Photoshop, Illustrator, Quark Express, InDesign, Freehand, Dream weaver, Corel Draw, PageMaker, Microsoft office Packages,
- Macintosh DeskTop Publishing (English & Arabic) with Quark Xpress, InDesign,
- Excellent in Design layout & Organizational skill.
- Designed and maintain personal website. **firoz.design**
- Web designing with HTML, Go Live, Frontpage, Dreamweaver etc
- Familiar with FTP softwares and web hosting
- Quick to learn new software

08 Personal

- Nationality : Indian
- Date of Birth : 20th May 1980.
- Marital Status : Married
- Visa Status : Employment
- Languages Known : English, Hindi, Malayalam, Arabic (read & write)

Thank you

