

FAAEQ FAWZ

Graphic Designer | Branding & Digital Marketing

Deira, Dubai, UAE | +971 55 318 5758 | faaeqfawz@gmail.com

LinkedIn: linkedin.com/in/faaeqfawz | Behance: behance.net/faaeqdesign

SUMMARY

Graphic Designer and Branding Specialist with 7+ years of experience, including 4 years in Dubai, creating brand identities, marketing collateral, and digital campaign creatives for corporate, real estate, and commercial brands. Experienced in logo design, brand guidelines, social media design, advertising creatives, and print design, taking work from concept through to final production artwork. Builds and manages company websites in WordPress and Elementor and supports digital marketing through content planning and campaign assets. Recognized for maintaining brand consistency across multiple platforms and materials. Currently pursuing a Diploma in Practical Digital Marketing & AI.

SKILLS

DESIGN: Graphic Design, Branding, Visual Identity, Corporate Identity, Logo Design, Brand Guidelines, Typography, Layout Design, Typesetting, Illustration, Print Design, Digital Design, Mockups

MARKETING & DIGITAL: Social Media Design, Digital Marketing Creatives, Advertising Design, Marketing Collateral, Content Planning, Campaign Support, Meta Ads Manager, Google Ads, Market Research

WEB: Website Design, WordPress, Elementor, Website Content Management, Basic UI/UX Design

SOFTWARE: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Canva

AI TOOLS: AI-Assisted Design, Claude, ChatGPT, Google Flow, Higgsfield

OTHER: Photo Editing, Photography, Visual Communication, Print-Ready Artwork, Brand Consistency

PROFESSIONAL: Client Communication, Cross-Functional Collaboration, Time Management, Creative Problem Solving

EXPERIENCE

Graphic Designer & Branding Specialist

Saeed Almheiri Group L.L.C - Dubai, UAE | Jan 2025 – Present

- Develop brand identities for multiple business units across the group, including logos, brand guidelines, and visual systems that keep each unit consistent and recognizable.
- Design marketing materials for digital and print channels, maintaining brand consistency across every customer touchpoint.
- Build and manage company websites in WordPress and Elementor, handling layout design, content updates, and basic UI/UX improvements.
- Produce social media creatives and advertising visuals that support the groups digital marketing campaigns.
- Create ad creatives and support campaign setup in Meta Ads Manager and Google Ads, adapting designs for each platform's formats and placements.
- Use AI tools including ChatGPT, Claude, Google Flow, and Higgsfield to speed up concept development, visual generation, and video content production.

Graphic Designer (Print & Merchandise)

Sign Art Gifts Trading LLC - Dubai, UAE | Oct 2022 – Jan 2025

- Designed branded graphics, illustrations, and promotional materials for web, social media, and digital platforms in line with corporate brand guidelines.
- Created realistic product and apparel mockups for corporate gifts, promotional merchandise, and branded clothing to support client approvals and marketing campaigns.
- Prepared print-ready artwork for UV printing, DTF, sublimation, laser engraving, and digital printing, adapting files to each method's technical requirements.
- Managed client proposals end to end, from typesetting through final production, delivering on time and to specification.
- Proofed final artwork for errors, color accuracy, and alignment with client specifications before release to print and production.

Graphic Designer

Fimco Estate Private Limited - Colombo, Sri Lanka | Nov 2018 – Sep 2022

- Designed real estate marketing materials, including property brochures, advertisements, flyers, and promotional content.
- Collaborated with sales and marketing teams to produce property sales kits, floor plan layouts, and launch materials that supported lead generation for new developments.
- Created social media graphics and visual assets for real estate marketing campaigns and property promotions.
- Produced online marketing materials consistent with the company's brand identity standards.

EDUCATION

Diploma in Practical Digital Marketing & AI (DPDM)

eMinds Academy Australia
In Progress

Diploma in Graphic Designing

Golden Gate Educational & Training Institute
Completed | Jun 2023

NVQ Level 4, ICT Technician

Vocational Training Authority
Completed | Dec 2019

PORTFOLIO

Behance: www.behance.net/faaeqdesign

Instagram: www.instagram.com/faaeqdesign

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