



FIROZ MUHAMMED

DESIGNING | ADVERTISING | BRANDING

Mob. : +971 55 60 78 150

ferypm@gmail.com

firozm.design

Online Portfolio

01 Career Objective

Highly motivated **Senior Graphic Designer** with **20 years** of experience across diverse sectors, including **Advertising Agencies, Banking, F&B, and Retail**. Passionate about creating compelling designs that captivate audiences and drive brand success. Seeking a dynamic role to apply creative expertise, push design boundaries, and collaborate on impactful projects. Aspiring to leverage extensive event branding experience and graphic design proficiency to exceed client expectations, craft visually engaging content, and build strong, memorable brand identities.

02 Synopsis

Experienced professional with a dynamic background in Graphic Designing, Advertising, Web Designing, and Printing. Exhibits a confident and artistic approach to teamwork and recognition.

20 years Experience

03 Career Profile

White Aluminium, Kaltech Energy, NDTCCS, Al Jaber, Experts ei

Design360 FZE, Sharjah - UAE

Creative Manager - April 2024 to till date

- **Client Consultation & Solutions:** Meeting with clients to understand their needs and providing the best advertising solutions.
- **Printing & Production Management:** Arranging and overseeing the production of printed materials.
- **Social Media Management:** Creating engaging content, emailers, and banners for social media platforms.
- **Website & Digital Marketing:** Handling website projects and executing digital marketing strategies.
- **Event Coordination:** Managing and coordinating event branding and promotional activities.
- **Advertising & Promotional Design:** Designing advertisements, posters, flyers, and other promotional materials.

Maritime & Mercantile Intl. LLC (Emirates Group)

Creative Services Manager / Sr. Designer - Dec. 2015 to Feb. 2024

- Developing innovative concepts and messages for advertisements, campaigns, websites, collateral, etc.
- 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
- **Event Branding:** Experienced in developing visually cohesive branding elements for events, ensuring a memorable and unified visual identity Rugby7, Taste of Dubai, Al Noor Festival etc.
- Designing presentations, pitch decks, and bid books for impactful client proposals and business opportunities.

MMI (Dubai, Oman, Tanzania, IWS Thailand, Ethiopia) Costa, Premier inn Hotels. Emirates Leisure Retail Australia, Hudson Coffee

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

Designer/Advertising Specialist - April 2014 to December 2015

- Designing advertisements and promotional materials, including posters, flyers, etc., in both English and Arabic
- 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

Zed Communications. (Wasl Group) Abu Dhabi

Sr.Graphic Designer - August 2012 to March 2014

- Designing advertisements & promotional materials
- 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

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

FP7/Mcann Worldgroup, Abu Dhabi

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

- 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
- 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

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

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

Globe FZ L.L.C. Dubai Media City, Dubai

Graphic Designer - September 2004 to February 2006

Al Meezan Publicity & Advertising, Dubai

Artworker/Designer - November 2001 July 2004

HIGHER DIPLOMA IN PRINTING TECHNOLOGY

04 Professional Qualification

Institute of Printing Technology, Shoranur
Board of Technical Education, Kerala, India.

- Diploma in Desktop Publishing
- Advanced Web Designing
- Proficiency in Quark X press
- Certificate-3D StudioMax
- Certificate-Adobe Flash

05 Computer proficiency

06 Design Tools

Adobe InDesign | Adobe Illustrator | AdobePhotoShop
Adobe Flash | Quark X press | Adobe Rus | Adobe After Effects
Dreamweaver | HTML | MS-word &Power Point

07 Skills

- Skilled in English & Arabic layout design.
- Skilled in creating designs for both print and digital platforms, adapting to the specific requirements of each medium.
- Extensive experience in Photoshop, Illustrator, Quark Express, InDesign, Freehand, Dream weaver, Corel Draw, PageMaker, Microsoft office Packages,
- Designed and maintain personal website. **firozm.design**
- Strong knowledge of websites, hosting, SEO, and digital marketing strategies.
- Proficient in WordPress and HTML for website development and customization.

08 Personal

- Nationality : Indian
- Marital Status : Married
- Visa Status : Employment
- Languages Known
English, Hindi, Malayalam, Arabic (read & write)