





# Nadeem Abbas

## Senior Creative Designer

A thoroughly modern Senior Creative with over **16 years'** agency experience, accomplished **creative professional** with a proven track record in all aspects of the end-to-end creative process ranging from concept through execution, **excellent team player** and collaborator, forward thinker who brings a broad perspective to brand and promotion development. **Highly skilled** in building client relationships and developing **design solutions** that bring their vision to life in a fresh, aligned and compelling way.

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## WHAT I DO

- As a designer I can take a great concept and transform it into a campaign that supports an entire marketing plan. Ultimately, I create visual and interactive experiences that inspire people and energize brands. This is what drives me. This is why I design.
- Press, campaigns and pitches, above and below the line
- Concepts and ideas, visuals, layouts, formats, crafting.
- Photo shoots, castings, working with photographers, illustrators, models and stylists.
- A hands-on creative, problem solver, software-savvy, cross platform.
- Maker of fine cup of coffee.

## Education

1991 - New Rahbar-e-Taleem Secondary School  
Board of Secondary Education Karachi, Pakistan

1993 - FSC, High School, PECHS Collage  
Board of Intermediate Education Karachi,  
Pakistan

1997/1998 - 1 Year Diploma in Graphic Design  
Media Grafiks, Institute of Computer Studies,  
Pakistan

## Software Skills

(Mac OS, Wndows)

ILLUSTRATOR



PHOTOSHOP



IN-DESIGN



ACROBAT PROFESSIONAL



MICROSOFT OFFICE, POWER POINT



OFFSET PRINT PRODUCTION



## Languages

(Speaking/writing)

ENGLISH



ARABIC



URDU



PUNJABI



## Hobbies



## Management

Extensive experience managing teams of diverse personalities in deadline driven environments, establishing employee career development programming, leading cross-functional team collaboration, and developing industry outreach opportunities.

## Professional Experience

### Freelance Consultant

Senior Art Director / Senior Creative Designer  
// 2017 - 2019

### Al-Abdul Karim Retail

( Fashion Brands: Blue Age, Rina and Zey )  
Art Manager + Marketing  
Riyadh, Saudi Arabia // 2015 - 2016

*Hands-on creative lead of men's and women's fashion lookbooks, window displays including concepts, on set (studio and location) photo direction, casting models, Responsible for all graphic design needs, print and digital, such as branding, packaging and marketing.*

### LineIdea Advertising

Senior Art Director + Studio Manager  
Riyadh, Saudi Arabia // 2011 - 2015

*Developed a high-performing creative team to successfully execute design and maintain graphical standards, templates, and resources. Design animated video presentations. Concept and develop control beaters and increase lift for existing packages in varied lines of business.*

### IMPACT BBDO International

Art Director  
Riyadh, Saudi Arabia // 2004 - 2011

*Expertly led the Art direction of high profile accounts in Saudi Arabia such as Mobily (Telecommunication), Riyadh Bank, Council of Cooperative Health Insurance (CCHI), Abbott, provided innovative concepts, photo art direction, and preliminary sketches. Seamlessly coordinated and directed all photo shoots, ran multiple studios at the same time, scouted the best locations, booked models, and styled sets/props. Managed vendor relationships and approved press checks.*

### SASO (Saudi Arabian Standard Organization)

Senior Graphic Designer & Visualizer  
Riyadh, Saudi Arabia // 2002 - 2004

*Graphic Design, Conceptual Direction, Photography, Typography, Layouts & Compositions, Font & Color Management, Photo Shoot Oversight.*

### Technical Printing Press

Senior Graphic Designer & Visualizer  
Al-Khobar, Saudi Arabia // 2000 - 2002

*Supervision of Art Department & Complete Pre Press operations that includes: Photography Supervision, Photo Retouching, Artwork Finalization, Image Setter, Films out put, etc.*

### Al-Majd Printing Press

Senior Graphic Designer  
Dammam, Saudi Arabia // 1998 - 1999

*Graphic Design, Conceptual Direction of Books, Brochures, Leaflets, Photo Retouching, Artwork Finalization, Image Setter, Films out put, etc.*



## WHY ME?

### Create Success

Born with a competitive spirit and a natural drive to be the best, I put high expectations on my work and my results. Strict discipline and laser focus give me the confidence it takes to overcome challenges.

### Always Learning

If I'm not growing, I'm not succeeding. My professional growth is based on how much effort I put into being the best at what I do, what I study, both directly and indirectly related to my craft.

### Agile Communicator

Good designers empathize with people's needs, I consistently ask questions to uncover what clients truly want and always reflect creatively to meet those requirements.

### Self-Managed

Steve Jobs said,  
**"the greatest people are self-managed".**  
I'm someone who can execute difficult tasks and can figure out the best ways to solve problems in an autonomous manner.

## Accounts worked on

Mobily, Riyadh Bank, AlRajhi Bank, Council of Cooperative Health Insurance (CCHI), Saudi Oger, Abbott, Safi Danino, Watania Chicken, Henkel (Prill/Persil), Gulf Trading Company, Snafi, Babtain, Lammar Housing, Microsoft (Riyadh), Flight Energy Drink, Emjoi, Blue Reef Divers, SAICO Insurance, Education Expert, Bawabat Makkah, Grain Silos & Flour Mills Organization, Obeikan, SAGIA (Saudi Arabian General Investment Authority), DALA Juice & Water company.



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**Work References** Available upon request