

RAMY SAAD

Senior Art Director & Brand Strategist

BRAND EXPERIENCE IS A STORY TO TELL!

Guided by strategy, research, and creativity.

Nationality
Egyptian

Residency
Doha, Qatar

Date of Birth
19 Sep, 1991

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Behance.net
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RAMY SAAD

Art Director & Brand Strategist

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An ambitious architect, who felt in love with branding and advertising. Passionately striving to create appropriate strategic & creative solutions that fit with the market and ongoing trend.

I've been positioning myself as a strategic and creative thinker with a passion for crafting solutions that resonate with the market needs. I have been working in the MENA region since 2013 crafting an extensive experience in leading multicultural teams of designers.

Throughout my career, I've demonstrated a strong ability to guide clients through their needs, from creating strategies to a full brand experience that leave a lasting impression on their customers. I have also developed expertise in building compelling web and app experiences.

My approach is rooted in my commitment to understanding the clients' unique challenges and goals, then work closely with them to develop customized solutions that meet the clients' specific needs.

2011
Career Started

235
Creative Projects

168
Happy Clients

164
Branding Projects

23
Website Projects

26
Brand Strategies

17
Interior Design
Projects

06
Mobile Apps
Projects



Behance Portfolio

www.behance.net/ramysaad



Creative Portfolios

<https://bit.ly/3DRr8ui>



LinkedIn Profile

www.linkedin.com/in/ramy-zayed/

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RAMY SAAD

Art Director & Brand Strategist

Software Skills



Illustrator



Photoshop



InDesign



Adobe XD



Sketch



AutoCAD

Languages

Arabic (Native)



English (Fluent)



Education

Bachelor of Science (BSc)
in Architecture Engineering,
The British University in Egypt

- Graduation Date: July 2013
- GPA: 3.5 – Overall Score: Very Good

WORK EXPERIENCE

Branding & Advertising Industry

- Accumulated extensive experience through successful completion of over 200 projects across diverse industries
- Built and maintained a strong customer base by ensuring customer satisfaction and delivering high-quality results.
- Led creative teams by thoroughly analyzing each project, establishing the main objectives, creating the concept and workflow, assigning tasks based on individual skills, and overseeing the entire process to ensure the execution of the main concept with utmost quality.
- Proficient in translating vision and concepts into reality by utilizing my team skills.
- Assisted clients in achieving their goals through effective collaboration and knowledge sharing.
- Mastered the process of understanding client goals and creating an efficient environment for my team to achieve exceptional results.
- Worked closely with the Sales Department to facilitate the selling process and acquire new clients.

Specialized in



**Concept
Creation**



**Creative
Direction**



**Brand
Strategy**



**Branding
Experience**



**Packaging
Design**



**UI / UX
Design**



**Media
Campaigns**



**Interior
Design**

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Projects Categories

34

Governmental
Clients

26

Corporate
Projects

47

Startups
Projects

04

Medical
Projects

10

Fashion
Projects

28

F&B
Projects

02

Travel Agency
Projects

02

Cosmetics
Projects

03

Sports
Projects

05

Educational
Projects

05

Wellness
Projects

02

Jewelry
Projects

SENIOR ART DIRECTOR

Fortune Promoseven (FP7) – Qatar (2023 – Present)

- Manage a team of 12 creative talents, maintaining a collaborative and innovative work environment.
- Meet with clients to understand their needs and ensure the creative team delivers work that is on brief and exceeds expectations.
- Supervise daily workflow, delegating project assignments, and monitoring timelines and budgets to ensure efficient project execution.
- Conduct new client pitches and presentations, showcasing creative concepts and strategic insights to secure new business.
- Provide training and mentorship to new team members and interns, promoting professional growth and development within the team.
- Ensure all visual materials align with the organization's or client's overall brand image and objectives, maintaining high standards of quality and consistency.
- Cooperate with the client servicing team to ensure smooth delivery of projects to clients, maintaining strong communication and collaboration throughout the project lifecycle.
- Lead brainstorming sessions and creative meetings to generate innovative ideas and solutions.
- Transform abstract ideas into visual concepts for the creative team to execute.
- Collaborate with external suppliers and partners as required to meet project needs.
- Spearhead the development of comprehensive brand strategies that resonate with target audiences and drive engagement.
- Ensure the team is equipped with the latest tools and technologies to enhance productivity and creativity.
- Manage multiple projects simultaneously, balancing competing priorities to deliver outstanding results on time.

Brand & Design Director

Be Creative – Qatar (2018 - 2023)

- Conceptualize & develop brand strategies, websites, packaging, mobile apps, and advertising campaigns.
- Conduct new client pitches and presentations.
- Lead brainstorming sessions and creative meetings.
- Establish brand standards and implement procedures to ensure brand consistency across all products.
- Transform ideas into visual concepts for the creative team.
- Manage multiple projects from inception to completion within specified deadlines in parallel.
- Supervise daily workflow, delegate project assignments, and monitor timelines and budgets.
- Design, Direct, and Oversee interior design projects starting from briefing phases, concept design, mood-boards, architectural drawings, 3D visuals, technical shop drawings, and BOQ.
- Provide training and mentorship to new team members and interns.
- Working with the content writers.
- Recruit, develop, and manage the creative team.
- Ensure visual materials align with the organization's or client's overall brand image.
- Collaborate with external suppliers as required.
- Approve final projects before client presentation.

Senior Graphic Designer

Olive Advertising - Egypt (2013 – 2015)

- Developed innovative graphic designs that effectively communicated clients' brand messages.
- Collaborated with cross-functional teams to create comprehensive design solutions for various marketing campaigns.
- Mentored junior designers, providing guidance and constructive feedback to enhance their skills and ensure consistent quality.
- Managed multiple design projects simultaneously, delivering high-quality work within strict deadlines.
- Conducted research and stayed up-to-date with design trends and industry best practices.
- Coordinated with printing vendors to ensure accurate and high-quality production of design materials.

Founder of GravistA

Egypt – Qatar (2013 – 2018)

- Founded and managed GravistA, a thriving community of talented freelance creatives.
- Built & maintained client relationships, actively seeking new business opportunities and managing accounts.
- Developed comprehensive design briefs and project scopes, ensuring clear communication and alignment with clients' expectations.
- Directed the entire project lifecycle, from concept creation to final project delivery, ensuring high-quality outcomes.
- Successfully delivered a wide range of creative services, including rebranding, corporate identities, social media strategies, advertising campaigns, brand guidelines, exhibition collaterals, copywriting, website design and development, mobile app design and development, and presentation display designs.

RAMY SAAD

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FEATURED CLIENTS

Branding & Advertising Industry



وزارة التنمية الاجتماعية والأسرة
Ministry of Social Development and Family
دولة قطر • State of Qatar



المجلس الأعلى للقضاء
Supreme Judiciary Council
دولة قطر • State of Qatar



وزارة الثقافة
Ministry of Culture
دولة قطر • State of Qatar



وزارة التربية والتعليم والتعليم العالي
Ministry of Education and Higher Education
دولة قطر • State of Qatar



المجلس البلدي المركزي
Central Municipal Council
دولة قطر • State of Qatar



قطر للعمل الاجتماعي
Qatar Social Work



محكمة الاستثمار والتجارة
Investment and Trade Court



بورصة قطر
Qatar Stock Exchange



الاتحاد العربي
لرياضة سباقات الهجن (المهاري)
THE ARAB UNION FOR CAMEL RACES (MAHARD)



إسلام ويب
islamweb.net



nama
Q Social



ASTON MARTIN



اعمال
AAMAL



و دام
widam



الميرة
Al Meera



الملتقى القطري للمؤلفين
QATARI FORUM FOR AUTHORS
هيئة ثقافية تتبع وزارة الثقافة
Cultural authority affiliated to the Ministry of Culture



جامعة قطر
QATAR UNIVERSITY



برنتان
DOHA الدوحة



الخليج للتأمين التكافيل
AlKholej Takaful Insurance



WATAD



Coffee
Down Under



APEX



AWFAZ
مدارس أوفاز العالمية
Awfaz Global Schools



Gharafa
Stationery



البهار الصغير
هالولان بحرية
littl Sailor
@easfood



حلوى
الصيقل
HALWA AL SAIGAL



مؤسسة قطر
Qatar Foundation



erth
— Jewellery —

SCRÆGG®

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WORK EXPERIENCE

Architectural Industry

Site Engineer

CRC Dorra - Qatar (2015 – 2018)

- Played a vital role as a Technical site engineer, ensuring the successful implementation of construction projects.
- Exhibited proficiency in overseeing and managing diverse aspects of construction, encompassing quality control, scheduling, and budgetary considerations.
- Led a team of construction professionals, coordinating their efforts and ensuring efficient project execution.
- Responsible for the successful completion of the Vendome Mall project in Doha, specifically overseeing the implementation of block work, façade installation, surface preparations, plaster work, flooring, false ceiling, and invoicing.
- Executed the low-cost warehouse project, managing excavation work, backfilling, leveling, and footings to ensure the project was delivered on time and within budget.
- Performed routine site inspections to monitor project progress, proactively identify potential challenges, and implement necessary corrective measures.
- Prepared and reviewed construction documentation, including drawings, specifications, and reports, to maintain accurate project records.
- Enforced adherence to health and safety regulations at construction sites.
- Collaborated with the technical office team to provide valuable input and support during the planning and design phases of projects.
- Actively participated in value engineering initiatives, seeking opportunities for cost savings and efficiency improvements.
- Demonstrated meticulous attention to detail, ensuring that construction activities adhered to quality standards and best practices.

Technical office Architect

Egyptian Consultancy – Egypt (2013 – 2014)

- Engaged in close collaboration with project teams to ensure precise translation of design concepts into comprehensive construction documentation.
- Developed detailed architectural drawings, including plans, elevations, sections, and details, using industry-standard software such as AutoCAD.
- Conducted thorough site analysis and research to gather relevant data for project development and implementation.
- Assisted in the preparation and review of project proposals, feasibility studies, and cost estimates.
- Contributed to the development of architectural design concepts, working closely with senior architects and designers.
- Generated detailed and comprehensive technical specs, guaranteeing strict adherence to building codes and regulations.
- Assisted in the coordination of project activities, including the procurement of materials and equipment.
- Collaborated with external consultants and contractors to integrate specialized systems and components into the architectural design.
- Conducted regular site visits to monitor construction progress and ensure adherence to design intent and quality standards.
- Participated in project meetings and presentations, providing valuable input on technical matters and offering creative solutions to design challenges.

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UI / UX Design
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Media Campaigns
Portfolio

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Interior Design
Portfolio

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THANK YOU

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