



FAHAD KHALID

Dubai UAE

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PROFESSIONAL SUMMARY

I am an innovative and detail-oriented Senior Product and Brand Designer with over 14 years of experience driving cross-platform design initiatives across digital, brand, and product ecosystems. My expertise lies in transforming complex business goals into impactful, user-centric design solutions that enhance engagement, usability, and brand value. Skilled in UX/UI design, creative direction, and brand strategy, I've led multiple rebranding projects, created scalable design systems, and delivered cohesive digital experiences for global brands such as Alpari, FXTM, Capital Club Dubai, and Al Habtoor City Hotels. Passionate about design excellence, I combine creativity, strategic thinking, and technical proficiency to deliver high-impact visual experiences that inspire connection and growth.

SKILLS

- Creative direction
- UX/UI design strategy
- Multilingual digital design
- Brand identity development
- Design systems management
- Cross-functional collaboration
- Rebranding and campaign design
- Visual communication and typography
- Creative production management

WORK EXPERIENCE

Senior Creative Specialist, Design / EXINITY (Alpari & FXTM) - Dubai, UAE

09/2022 - Current

- Spearheaded Alpari's rebranding, unifying the global visual identity and design system, strengthening brand consistency, and recognition.
- Crafted multilingual landing pages in Arabic, Farsi, and Russian, improving accessibility, and increasing conversion rates.
- Developed high-performing Unbounce landing pages, boosting mobile engagement, and reducing bounce rates.
- Produced scalable UI assets and creative templates, ensuring seamless brand alignment across international campaigns.
- Partnered with Product, Marketing, and Development teams to optimize design workflows and elevate user experience.

Senior Brand Designer / CAPITAL CLUB DUBAI - Dubai, UAE

10/2020 - 09/2022

- Redesigned and launched a new visual identity in one month, elevating brand perception and aligning with the business strategy.
- Developed unique brand systems for in-house restaurants, increasing engagement, and boosting sales through cohesive design campaigns.
- Directed end-to-end creative production, ensuring consistent quality across photo, video, and print assets for all touchpoints.

- Collaborated with executives to craft a unified brand narrative, enhancing user experience, and reinforcing brand loyalty.

Graphic Designer / DUBAI RETAIL BY DUBAI HOLDING - Dubai, UAE

06/2019 - 09/2020

- Designed and executed digital campaigns for 10 or more major properties, boosting brand visibility and audience engagement.
- Oversaw creative production across print, social media, and presentations, maintaining brand consistency, and meeting tight deadlines.
- Collaborated with marketing teams to produce compelling visuals that increased visitor interaction and campaign effectiveness.

UX & Graphic Designer / AL HABTOOR CITY HOTELS DUBAI - Dubai, UAE

09/2016 - 05/2019

- Developed user journeys, wireframes, and prototypes that improved digital engagement and overall guest experience across hotel brands.
- Led rebranding initiatives for multiple properties, driving a 15% increase in customer engagement within three months.
- Partnered with developers and UI teams to launch visually refined, high-performing web, and mobile experiences.

UX & Senior Graphic Designer / HILLS ADVERTISING DUBAI - Dubai, UAE

04/2015 - 08/2016

- Collaborated with product managers to map UX flows and wireframes, improving navigation and user satisfaction for high-traffic platforms.
- Designed high-fidelity prototypes and UI components, enhancing usability, and maintaining a consistent brand identity across campaigns.
- Presented creative concepts to stakeholders, securing alignment, and accelerating project approvals and delivery timelines.

Graphic Designer / EYE MEDIA ADVERTISING DUBAI - Dubai, UAE

03/2013 - 09/2014

- Designed digital and outdoor campaigns that elevated client visibility and brand recognition across key markets.
- Produced print and digital materials, ensuring high-quality visuals, and timely delivery for brochures, websites, and presentations.
- Executed branding projects from concept to completion, maintaining a cohesive identity, and strengthening cross-channel impact.

EDUCATION

Bachelor's: Media Studies (Advertising)
Iqra University - Karachi, Pakistan

01/2012

PERSONAL INFORMATION

Title: Senior Product & Brand Designer

WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/fahad-khalid](https://www.linkedin.com/in/fahad-khalid)
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ACHIEVEMENTS & CERTIFICATIONS

- Google UX/UI Design Professional Certificate (Coursera) — Hands-on projects in UX research, wireframing, prototyping, and usability testing.
 - Multiple Branding Contest Winner (99designs) — Recognized for excellence in logo, website, and brochure design.
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LANGUAGES

English, Urdu, Hindi