

## **HANI BAGHDAN**

Graphic Designer

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### **WORK EXPERIENCE**

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March 2012 – November 2014 ◀

Landor, Dubai

Senior Designer

Since March I have been working with Landor as a senior designer. One of the main clients was the prestigious and iconic Museum of Islamic Art in Doha, with a scope which included the branding and advertising of new temporary exhibitions, and the repositioning and re-branding of the museum itself.

I personally designed the identity for IDAM, the fine dining restaurant within the museum and the first venture in the region for star restaurateur Alain Ducasse. I was also responsible for rebranding several FMCG brands like Alwazzan food company in Kuwait, and Glad - the food storage company - with the new system to be rolled-out worldwide.

June 2011 – March 2012 ◀

Freelance Senior Designer, Dubai

In this period I primarily worked at The Brand Union on projects in the UAE and throughout the region. This included developing Look and Feels and creating collaterals like Annual Reports, marketing and brand engagement material.

Companies included Bahri, the National Shipping Company of Saudi Arabia, Kizad, the industrial zone of Abu Dhabi, Sinaat, a leading UAE steel company, and the conglomerate ALJ Group.

I also freelanced at a boutique design agency in Dubai, where I was responsible of creating the brand for a leading football club in the UAE.

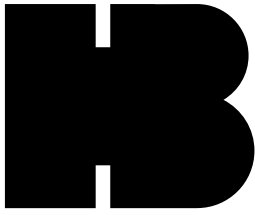
May 2010 – June 2011 ◀

Wolff Olins, Dubai

Mid-weight Graphic Designer

My time in Wolff Olins has enhanced my understanding of a more strategy driven and creative approach to branding.

As I have worked on major brands in the middle east and India I have acquired greater knowledge of the branding process from conception to launch. Being a middle weight designer my involvement covered all areas from designing brandmarks to developing look & feel and applications.



Wolff Olins' bold approach allowed the distinctive brandmark I designed for Aldar to be chosen for their re-launch in 2010. It has proven to be a ground breaking identity for the property sector and the region.

I have also worked on the landmark cultural institution for the UAE the Zayed National Museum in Abu Dhabi, as well as the rebranding of Indian automobile manufacturer Ashok Leyland.

I designed a distinctive identity for VOX cinemas, formally Cinestar Cinemas. The new brand was launched in the June 2011 and has created the buzz anticipated for the different and bold approach within its market.

October 2009 – April 2010 ◀  
Saatchi & Saatchi X, Dubai  
Graphic Designer

Saatchi & Saatchi X is a branch of Saatchi & Saatchi specialized in shopper marketing strategy and conceptual design.

I created and communicated POS concepts for global clients such as Canon, RB (formally Reckitt Benckiser) and for FMCG brands such as Alokozay Tea, Tiffany biscuits and Alrawabi milk.

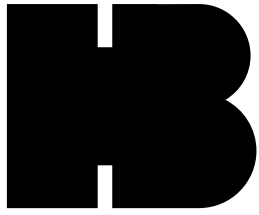
Our concepts approached POS and product promotions in new and creative ways enhancing the brand presence throughout the customer journey.

May 2007 - October 2009 ◀  
Zaman Branding Consultancy & Studies, Dubai  
Graphic Designer

During my time at Zaman I acquired a solid foundation in the branding process working on a range of projects for clients in sectors such as Corporate Finance, Property development, Industrial products and Consumer Banking like QFIB.

In the growing art and culture scene I worked on identities for the destination brand of the Albastakiya quarter in Dubai and the Modern East cultural initiative.

I was involved with these brands on everything from brandmark creation, look & feel development, and applications like print, digital media and signage.



August 2005 - May 2007 ◀  
Creative Intelligence, Dubai  
Junior Graphic Designer

As the first full time job, the period in Creative Intelligence sharpened my basic skills in branding and design, working on different media to deliver projects for clients in the hospitality, travel & tourism, Financial and professional industries.

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**EDUCATION**

BA in Graphic Design (Honours)

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**COMPUTER SKILLS**

Highly proficient in Photoshop, Illustrator & InDesign

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**LANGUAGES**

Arabic and English.

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References available upon request

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