AHMED SAAD

Senior Graphic Designer | Art Direction & Brand Design

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PORTFOLIO & SELECTED WORK ahmed-designer.com

PROFILE

Senior Graphic Designer with 10+ years of experience across brand identity, packaging, campaigns and digital experiences. Works from concept and visual direction through hands-on execution across print, screen, photography and production. Currently develops brand systems and marketing design across multiple consumer brands at Mawarid Food Company in Riyadh.

CORE EXPERTISE

Art Direction | Brand Identity | Packaging Design | Campaigns & Advertising | Key Visual Development | F&B & Product Photography | Print & Production | UI/UX & Web Design | 3D Visualization | AI-Enhanced Design

PROFESSIONAL EXPERIENCE

Senior Graphic Designer | Mawarid Food Company | Riyadh | 2026 - Present

- Develop brand systems, campaigns, packaging and digital experiences across multiple consumer and F&B brands.
- Build connected visual rollouts across social, digital menus, screens, print and physical brand touchpoints from concept through final execution.
- Prepare production-ready creative and campaign assets for fast-moving brand and marketing requirements.

Senior Graphic Designer | AANI & DANI | Riyadh | 2019 - 2026

- Delivered seven years of creative work across luxury packaging, seasonal identities, campaigns, product photography and 3D visualization.
- Developed packaging and campaign systems for seasonal launches and premium gifting, carrying concepts through artwork, production and multi-format rollout.
- Produced visual assets across packaging, social, print and photography while maintaining a consistent premium brand language.

Graphic Designer | Nefertari Body Care | 2018 - 2019

- Designed packaging, website front-end visuals and social media content for skincare and body-care product lines.

Graphic Designer | Eskan Global Group | 2017 - 2018

- Created corporate identity applications, presentations and cross-industry marketing materials.

Graphic Designer | Millennium Point | 2016 - 2017

- Produced branding, advertising and print design across client projects.

SELECTED BRAND EXPERIENCE

Pizzatna - creative direction, digital menu, photography, screens and launch | **KUKI** - brand identity, packaging, 3D, mascot and motion | **Perfect Material** - brand identity, packaging, photography, UI/UX and B2B/B2C web | **Lorenzo** - brand identity, packaging, digital menu and campaign design | **AANI & DANI** - packaging, seasonal identity, 3D, campaigns and print

TOOLS & TECHNOLOGY

Design & Production: Photoshop, Illustrator, InDesign, Lightroom, Acrobat, After Effects, Premiere Pro | **Digital & 3D:** Figma, Blender
Web: HTML & CSS, Next.js | **Creative Technology:** AI-assisted image, motion and production workflows

EDUCATION & LANGUAGES

Bachelor's Degree in Management Information Systems (MIS) | Madina Academy for Science and Technology | 2014
Languages: Arabic - Native | English - Professional Working Proficiency