Omer Hamad

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SUMMARY

- Senior brand designer with 5+ years across brand systems, illustration, motion, 3D and AI-assisted production, owning visual identity end to end from guidelines to shipped campaigns.
- I build the systems that let brands scale: component libraries, modular campaign kits and automated production pipelines that hold craft and consistency as volume and markets increase.
- Bilingual English/Arabic, with localization built into how I design rather than bolted on at the end.

WORK EXPERIENCE

AD Ports Group
Senior Designer, Abu Dhabi, UAE — Mar 2024 – Present

- Own and evolve the core brand system for AD Ports Group and its Maritime & Shipping cluster: brand guidelines, Figma component libraries, marketing templates and asset libraries that let any team produce on-brand work without starting from scratch.
- Built internal design platforms with Claude Code and Claude Design: a brand asset library, an automated presentation generator, an icon and brand-element system, and production tools — cutting concept-to-final time from 5 days to 2, a 60% reduction.
- Designed creative automation workflows — variable and auto-generated asset systems, programmatic copy and image swaps, multi-format exports — so campaigns launch more often across more channels without more manual effort.
- Treat AI-assisted production as a core pipeline, not a side experiment: Midjourney, Higgsfield AI and Firefly for rapid concepting and production, finished in Photoshop, Illustrator and After Effects to guarantee accuracy of products, vessels and brand identity.
- Direct and produce 3D and motion work in Blender and After Effects, modeling key visuals and building motion systems that give the brand a consistent sense of movement.
- Develop the brand's illustration language and produce original illustration for campaigns, publications and digital channels, building it out as a reusable library rather than one-off artwork.
- Apply the brand end to end across website and digital, social, print, environmental, events and stage — holding one look and feel across every surface.
- Produce bilingual English/Arabic communications with localization-ready layouts, keeping typographic quality and cultural relevance intact in both scripts.

Sudani (Sudatel Telecom Group)
Senior Graphic Designer, Khartoum, Sudan — Apr 2022 – Apr 2023

- Led brand and campaign design for a national consumer telecom brand (Ramadan, Eid, Roaming), reaching engagement rates of 2.6%–4.8% against an industry average of 0.7%.
- Ran campaigns end to end across paid, organic social, print and events, adapting one concept into modular multi-format kits for consistent rollout at speed.
- Illustrated campaign key visuals and editorial artwork in-house, giving the brand a distinct look across seasonal campaigns rather than relying on stock.
- Designed the Sudatel 2022 Annual Report and event publications to corporate identity and regulatory standards, with heavy emphasis on typography, layout and composition.
- Systematized campaign assets and documentation so future campaigns reused, rather than rebuilt, the work.

Blueprint Technology

Motion Graphic Designer Lead, Khartoum, Sudan Nov 2020 – Sep 2021

- Directed and animated product launch videos and digital campaigns, integrating motion, typography and brand identity into a single system.
- Partnered with product teams on web and UI visuals, translating brand into product-facing interfaces.
- Established scalable motion and illustration systems, archived as templates for repeat deployment.

The Tribe Agency

Motion Designer / Graphic Designer, Khartoum, Sudan Mar 2020 – Oct 2020

- Created motion graphics and illustration for social, events and promotional campaigns across multiple client brands.
- Interrogated briefs to define scope, schedule and budget, then delivered multiple projects in parallel.

EDUCATION

- University of Khartoum — B.Sc (Honours), Information Technology, Khartoum, Sudan. Second Class — Division I

LICENSES & CERTIFICATIONS

- Google UX Design Professional Certificate — foundations of UX, ideation, wireframing and low-fidelity prototyping, early concept research and testing.

SKILLS

- **Brand & Systems:** Visual identity, art direction, design standards, Figma component libraries, marketing templates, modular campaign kits, localization-ready layouts.
- **Illustration:** Original illustration for brand and campaign work, illustration systems and reusable asset libraries.
- **Craft:** Typography, color, layout, composition, art direction.
- **Motion & 3D:** Motion graphics and systems, 2D/3D animation, storyboarding, Blender.
- **Creative Tools:** Figma, Adobe Creative Suite (Illustrator, InDesign, Photoshop, After Effects).
- **AI & Automation:** Claude Code, Claude Design, AI-assisted production pipelines and internal tooling; Midjourney, Higgsfield AI, Adobe Firefly, Google Gemini (image).

LANGUAGES

- Arabic (Native) | English (Professional)