

Q A I S E R N A W A Z

# Creative Director

+

Strategist,  
Storyteller,  
Brand Builder.



**UAE · Golden Visa Holder**

+971 55 797 0322

qaiser.hashmi@gmail.com



[LINKEDIN PROFILE](#)

[PORTFOLIO WEBSITE](#)

## SUMMARY

# Selling Purpose, Not Just Output.

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Creative Director with 15+ years of experience building and scaling brands across the UAE, Saudi Arabia, and the UK, leading multidisciplinary teams (10 - 15 creatives), delivering 360° campaigns, and establishing in-house creative capabilities for 14+ brands driving measurable business impact, faster speed-to-market, and reduced reliance on external agencies.

### Core Expertise

- Creative Direction & Brand Strategy
- In-House Studio Build & Team Leadership
- 360° Integrated Campaign Development
- Cross-Sector Creative Leadership
- Brand Identity & Brand Uplift
- Social Media Creative Direction
- Visual Storytelling & Narrative Development
- Publishing, UI/UX & Video Storyboards
- AI Integration in Creative Workflows

# 25+

### Full Creative Pitches

End-to-end creative pitches delivered in 14 months, strategy, copy, design, storytelling, and presentation.

**8 won. 9 shortlisted.**

All built for business impact.



EXPERIENCE

## Selling Leadership, Not Just Experience.

Great brands aren't built in pitches. They're built from the inside with vision, consistency, and a team.

Creative Director - Multi-Brand Creative Leadership

**AL REEM GROUP · ABU DHABI**

JUL 2025 · PRESENT

- Built and scaled a full-service in-house creative agency from zero, supporting 14+ brands across real estate, investment, and lifestyle sectors
  - Recruited and led a multidisciplinary team of 10–15 creatives (design, content, strategy, motion)
  - Delivered 5+ complete brand identity systems and ongoing integrated campaigns
  - Reduced dependency on external agencies by ~40%, improving speed-to-market and cost efficiency
  - Led stakeholder alignment across business units to ensure brand consistency and strategic direction
- Designed and delivered an 8-week creative program for HCT Abu Dhabi students.

Creative Director - Strategic Initiatives

**QUE FOR QCREATIVE · DUBAI**

FEB 2024 - JUN 2025

- Led end-to-end creative strategy and execution for government, sports, and cultural campaigns across UAE and KSA
- Delivered high-impact pitch work contributing to multiple business wins and new client acquisitions
- Collaborated with senior stakeholders to align creative output with national vision and strategic objectives
- Managed cross-functional teams across concept, design, and delivery phases

Creative Director

**BOOPIN · DUBAI**

JAN 2020 - FEB 2024

- Directed integrated campaigns across tourism, real estate, and technology sectors in multiple markets
- Managed regional creative teams of 8–12 members across Dubai, Abu Dhabi, Singapore, Bangalore, Shanghai, Riyadh, Cairo, and Tiranë, ensuring consistency and quality across all channels
- Delivered fully integrated 360° campaigns (digital, social, OOH, and content) from concept through to execution
- Delivered 360° campaigns (digital, social, OOH, content) from concept to execution
- Contributed to client retention and business growth through high-impact creative output

EXPERIENCE CONTINUED

# 15+

**Years Building Brands**

Setting vision, leading teams, delivering excellence.



## EXPERIENCE

# Selling Leadership, Not Just Experience.

Creative Specialist (Remote)

**ACADEMY OF ROBOTICS**  
ENGLAND

JUL 2020 - SEP 2023

- Supported AI-driven O3 product campaigns (KarGo, Milton, RAF) through storytelling, visual concepts, and pitch development
- Created high-impact mockups and narratives to simplify complex technology for investors & stakeholders
- Collaborated remotely with cross-functional teams across the UK

Freelance Art Director

**VML**  
DUBAI & RIYADH

MAY 2018 - DEC 2022

- Delivered branding and campaign support for high-profile clients including PIF, SCEGA, & Nature Valley
- Contributed to strategic pitch work and creative development across UAE and Saudi Arabia markets
- Supported large-scale government and corporate initiatives

Creative Director

**O2 ADVERTISING**  
DUBAI, UAE

JUL 2016 - JAN 2020

- Led creative direction across multiple client 4 portfolios in digital, print, and integrated campaigns
- Managed multicultural 8 members team and ensured delivery of high-quality creative output under tight timelines
- Played a key role in client servicing, pitch development, and campaign execution

Senior Print/Digital Creative

**TOUCHLINE**  
ABU DHABI, UAE

JUN 2013 - JAN 2016

- Delivered branding, editorial, and identity design for Expo 2020, Dubai Tourism, and PM Office
- Combined high-end visual design with storytelling to support government communication initiatives

Art Director

**MOMENTUM / FP7**  
ABU DHABI & DUBAI

JULY 2012 - MAY 2013

- Led fast-turnaround campaign development for global and regional brands across OOH, print, and digital
- Delivered creative solutions under tight deadlines in a high-paced agency environment

Creative Head

**KASSAB MEDIA FZ-LLC**  
DUBAI & RIYADH

JUL 2008 - JUL 2012

- Directed large-scale OOH and transit branding campaigns across Dubai, Riyadh, and GCC.
- Delivered city-wide campaigns for RTA, Dubai Taxi, and Dubai Municipality

# 50<sup>+</sup>

**Brands Handled**

Across real estate, government, sports, tourism, tech, lifestyle & cultural sectors



## **Selling Impact, Not Just Credentials.**

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I didn't return to education to collect certificates. I returned to evolve and to understand where our industry is heading before it arrives.

### **Education**

PhD - AI, Design & Data (In Progress)

Focus: Impact of AI on the Creative Industry (Middle East)

MBA - Creative Business & Innovation

Buckinghamshire New University - London - 2024

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### **Endorsements**

"Qaiser is a visionary when it comes to creative conceptualisation. He can take what's on your mind and translate it into remarkable visuals."

**Zeena Kurd, GM, Boopin UAE**

"Qaiser is an agency within an agency a multi-talented, sharp personality with high ethics."

**Mo Johmani, CEO, O2 Advertising, Dubai**

"Qaiser has exceptional skills in bringing idea visually to life and has always been an outstanding help in solving urgent briefs and coming up with quick solutions and ideas."

**Patrick Honein, Creative Director, Momentum, Abu Dhabi**

# 01

**Vision. Every brand. Every team.**

Strategy. Direction. Design. Leadership.

Built to lead from the inside.



CLOSURE

## **Selling Futures, Not Just Farewells.**

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Focused on building brands, teams, and creative systems that deliver long-term impact.

**Open to leadership roles** across UAE and Saudi Arabia in creative direction, brand leadership, and in-house transformation.

# **Qaiser Nawaz**

**Creative Director**

Strategist, Storyteller, Brand Builder.

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