

Q A I S E R N A W A Z

Creative Director

+

Strategist,
Storyteller,
Brand Builder.



UAE · Golden Visa Holder

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[LINKEDIN PROFILE](#)

[PORTFOLIO WEBSITE](#)

SUMMARY

Selling Purpose, Not Just Output.

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+

Brands Handled

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



Selling Impact, Not Just Credentials.

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

MBA - Creative Business & Innovation
Buckinghamshire New University - London - 2024

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 solution and ideas."

Patrick Honein, Creative Director, Momentum, Abu Dhabi

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Vision. Every brand. Every team.

Strategy. Direction. Design. Leadership.
Built to lead from the inside.



CLOSURE

Selling Futures, Not Just Farewells.

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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