

GHAIDAK ALOSH

Art Director · Senior Brand Identity Designer · Creative Director

Kuala Lumpur, Malaysia · +601160991655 · studio@ghaidak.com · ghaidak.com · [linkedin.com/in/ghaidak-alosh](https://www.linkedin.com/in/ghaidak-alosh)

Open to Sponsorship (Malaysia EP) · Available Immediately · Remote & Relocation Considered

SUMMARY

Art Director and Senior Brand Identity Designer with 7 years delivering brand systems, bilingual campaigns, and performance creative across the USA, UAE, EU, and MENA. Native Arabic with C2 English — a rare dual capability enabling seamless execution for GCC, Islamic finance, and Arab-diaspora markets without translators or extra revision rounds. AI-augmented workflow cuts asset delivery from 5 days to 48 hours. 80% client retention across 200+ projects through senior-only execution.

200+ Projects · 80% Client Retention · 7 Years · 6+ Global Markets

CORE SKILLS

Brand & Identity: Brand Identity Systems & Strategy · Art Direction & Campaign Concepting · Design Systems & Brand Governance · GCC · Islamic Finance · Halal Branding

Design & Web: UI/UX & Web Design · RTL/LTR Typographic Systems · Performance Creative (Meta · Google · TikTok) · OOH · Large-Format · Print

Operations: AI-Augmented Production · Creative Team Leadership & Mentorship · DesignOps & DAM Architecture · Cross-Market Localisation

Tools: Adobe CC (Ps · Ai · Id · Ae · Pr) · Figma (Components, Variables, Design Systems) · Webflow · Framer · WordPress · Shopify

AI & Motion: Midjourney v6 · Veo3 · Kling · Luma · Runway · After Effects

Languages: Arabic — Native · English — C2 (EF SET 73/100) · German — A1 (active learning)

MEASURABLE IMPACT

- +18% average CTR lift on bilingual localised paid campaigns across Meta & Google
- +50% year-on-year organic engagement growth — 4-year Netherlands retail retainer (Matély)
- +30% exhibitor sales increase — Global AI Sharqiya Expo, Dubai (LILAC / Gulf client roster)
- +35% audience reach and +70% messaging clarity — EduBridge UK international campaigns
- 5 days → 48 hrs asset production via AI-augmented workflows with zero quality reduction
- 95%+ stakeholder approval — SyrProNet visual rollout across Western and MENA regions
- 30% reduction in ad hoc requests via centralised DAM library architecture

PROFESSIONAL EXPERIENCE

Art Director & Creative Lead · Ghaidak Studio (Independent Practice) *Jan 2019 - Present*

Remote · USA · UAE · Netherlands · Canada · KSA · MENA · 6+ Markets

- Architected 200+ brand identity systems across 6+ international markets — maintaining 80% client retention through senior-only delivery and 22-day average project turnaround with zero junior handoffs
- Directed bilingual Arabic-English identity and campaign systems with full RTL/LTR typographic precision for GCC market entries, bridging Western design standards with MENA cultural requirements
- Directed end-to-end UI/UX for an Australian fintech payment wallet — user flows, Figma component libraries, Design Systems, Variables/Tokens, and regulated consumer experience
- Deployed AI-augmented production (Midjourney v6, Veo3, Kling) cutting asset delivery from 5 days to 48 hours across luxury, SaaS, and retail verticals; built centralised DAM library reducing ad hoc requests by 30%

- Gulf & exhibition design: produced luxury spatial and print identities for 15+ high-profile brands at the Global AI Sharqiya Expo (Dubai) — contributing to a 30% increase in exhibitor sales
- North America & Istanbul: delivered brand identity and marketing systems for Canadian hospitality clients; led large-scale ad campaigns and UGC visual frameworks for Turkish market across Meta and regional channels

Lead Visual Designer · Matély™ (4-Year Retainer)

Jan 2021 - Nov 2025

Netherlands · Remote

- Retained as sole senior visual designer for 4+ consecutive years — directed all campaign strategy, creative output, and seasonal brand assets for a high-volume Arab-diaspora retail brand
- Grew organic social engagement 50% year-on-year through systematic visual storytelling; designed bilingual Arabic/Dutch performance creatives for Meta and Instagram maintaining distinct cultural tone per market

Senior Brand Designer & Creative Lead · Syrian Professional Network (SyrProNet) Jun 2025 - Present

Amsterdam, Netherlands · Remote

- Appointed by the Presidential Office to lead the full visual identity rollout for SyrproBridges Edition 1 — a strategic publication reaching Western and MENA institutional audiences across 12+ chapters
- Authored a 50+ page bilingual Brand Identity System (SOP) covering RTL/LTR hierarchy, WCAG colour accessibility, and typographic standards; achieved 95%+ stakeholder approval with official Certificate of Recognition

Creative Director · EduBridge UK

Feb 2025 - Present

London, UK · Remote

- Led full creative direction for international awareness campaigns — strategy, visual systems, messaging, and multi-platform execution reaching UK and MENA donor and institutional audiences
- Increased audience reach by 35% and improved messaging clarity by 70% through campaign redesign and culturally-adapted content production

Senior Design Instructor & Creative Mentor · Knowledge Academy Feb 2025 - Jan 2026

Tartus, Syria · On-site

- Designed and delivered a comprehensive design curriculum to 35+ students — brand identity, strategic thinking, and professional communication — using an industry-grade tech stack: Adobe CC, Figma, Midjourney

Senior Graphic Designer · MedDose — Syrian Health Platform

Nov 2020 - Nov 2022

Syria

- Led visual identity and public health campaign design — 60% increase in audience reach through accessible, high-clarity information design; redesigned core brand architecture to meet scientific and professional standards

Performance Creative Designer · Pressforless

Nov 2021 - Dec 2023

Lebanon · Remote

- Drove 70% engagement growth and 40% increase in qualified leads through performance-focused creative for MENA beauty and lifestyle brands across static, carousel, reels, and video ad formats

EDUCATION & CREDENTIALS

Cornell University (eCornell) · Executive Leadership & Entrepreneurship Certificate	2024
University of the People, USA · BBA Business Administration — In Progress	2025 - Present
University of Michigan / Coursera · Emotional Intelligence Certificate	2024
EF SET · C2 English Proficient — 73/100	2024
Google · Fundamentals of Digital Marketing	2023
SyrProNet Presidential Office · Certificate of Recognition — Design Leadership	2025

Portfolio & Case Studies: ghaidak.com · Sponsorship Supported · Available Immediately