

HANI BAGHDAN

Graphic Designer/ hb@hanibaghdan.com
61 4 3717 9799 (OZ)/ M 971 50 378 3678 (DXB)

WORK EXPERIENCE

June 2011 – Present <
Freelance Senior Designer

May 2010 – June 2011 <
Wolff Olins Dubai
Mid-weight Graphic Designer

My time in Wolff Olins has enhanced my understanding of a more strategy driven and creative approach to branding.

As I have worked on major brands in the middle east and India I have acquired greater knowledge of the branding process from conception to launch. Being a middle weight designer my involvement covers all areas from designing brandmarks, developing look & feel and applications.

Wolff Olins bold approach allowed the distinctive brandmark I designed for Aldar to be chosen for their re-launch last year. It has proven to be a ground breaking identity for the property sector and the region.

I have also worked on the landmark cultural institution for the UAE the Zayed National Museum in Abu Dhabi, as well as the rebranding of Indian automobile manufacturer Ashok Leyland.

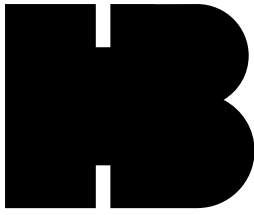
Currently I have designed another distinctive identity for VOX cinemas, formally Cinestar Cinemas. The new brand was launched on the 20th of June and is already creating the buzz anticipated for the different and bold approach within its market.

October 2009 – April 2010 <
Saatchi & Saatchi X, Dubai
Graphic Designer

Saatchi & Saatchi X is a branch of Saatchi & Saatchi specialized in shopper marketing strategy and conceptual design.

I created and communicated POS concepts for global clients such as Canon, Reckitt Benckiser and for FMCG brands such as Alokozay Tea, Tiffany biscuits and Alrawabi milk.

Our concepts approached POS and product promotions in new and creative ways enhancing the brand presence throughout the customer journey.



May 2007 - October 2009 <
Zaman Branding Consultancy & Studies, Dubai
Graphic Designer

During my time at Zaman I acquired a solid foundation in the branding process working on a range of projects for clients in sectors such as Corporate Finance, Property development, Industrial products and Consumer Banking like QFIB.

In the growing art and culture scene I worked on identities for the destination brand of the Albastakiya quarter in Dubai and the modern east cultural initiative.

I was involved with these brands on everything from brandmark creation, look & feel development, and applications like print, digital media and signage.

August 2005 - May 2007 <
Creative Intelligence, Dubai
Junior Graphic Designer

As the first full time job, the period in Creative Intelligence sharpened my basic skills in branding and design, working on different media to deliver projects for clients in the hospitality, travel & tourism, Financial and professional industries.

-
EDUCATION

BA in Graphic Design (honours)

-
COMPUTER SKILLS

Highly proficient in Photoshop, Illustrator & InDesign

-
LANGUAGES

Arabic, English, and French.

-
References available upon request
-
