

GHAIDAK ALOSH

Senior Art Director · Visual Brand Strategist · Arabic-English Bilingual · RTL/LTR Specialist

Kuala Lumpur, Malaysia · studio@ghaidak.com · ghaidak.com · linkedin.com/in/ghaidak-alosh · Available Immediately

PROFILE

Senior Art Director with 7+ years specialising in brand identity systems, paid media creative, and bilingual Arabic-English campaigns across Western and Gulf markets. 200+ projects delivered across USA, EU, UAE, and MENA — from GCC market entry and Islamic finance branding to high-conversion performance creative for SaaS, fintech, and e-commerce.

Native Arabic speaker with English C2 proficiency — a rare dual capability for multinational companies and global agencies serving Gulf, Islamic finance, halal, and Arab-diaspora markets. AI-augmented production workflow (Midjourney v6, Veo3, Kling) enabling 48-hour senior-level turnarounds. 80% client retention through 7 years of international remote delivery.

BUSINESS IMPACT

80% client retention across 7 years — senior-only delivery, zero junior handoffs

+18% average CTR improvement on bilingual localised paid campaigns (Meta & Google) through culturally-precise creative strategy

+50% year-on-year organic engagement growth across a 4+ year Netherlands retail retainer

+30% increase in exhibitor sales through spatial & large-format branding — Global AI Sharqiya Expo, Dubai

5 days → 48 hrs asset production time cut via AI-augmented workflows with no reduction in output quality

22 days average turnaround across 200+ brand identity systems delivered to global clients

CORE EXPERTISE

- Brand Identity Systems & Visual Strategy
- Art Direction & Campaign Concepting
- Performance Creative (ROAS-Optimised)
- Social-First Content (Meta · TikTok · Google)
- OOH · Large-Format · Print Production
- Integrated Campaign Development
- Arabic-English Bilingual Design (RTL/LTR)
- GCC Market Entry · Islamic Finance · Halal Branding
- Cross-Market Localisation & Cultural Adaptation
- Motion & Video Creative Direction
- Design Systems & Brand Governance
- Stakeholder Presentations & Brand Decks

SKILLS & TOOLS

Design & Brand: Adobe CC (Photoshop · Illustrator · InDesign · After Effects · Premiere Pro) · Figma · Brand Guidelines · Design Systems

Campaign & Production: Meta Ads · Google Ads · TikTok Creative · Campaign Localisation · OOH & Large-Format Artwork · Print Production

Bilingual RTL / LTR: Arabic/English Typographic Systems · Halal Market Branding · GCC Market Entry · MENA Cultural Localisation

Web & UI: Webflow · Framer · UI/UX Systems · Landing Pages

AI & Motion: Midjourney v6 · Veo3 · Kling · After Effects Motion Graphics · AI-Augmented Production Workflows

Presentations: PowerPoint · Keynote · Pitch Decks · Brand Decks

Languages: Arabic — Native · English — C2 Proficient (EF SET 73/100) · Malay — Learning · German — A1

PROFESSIONAL EXPERIENCE

Founder & Art Director · Ghaidak Studio

Jan 2019 – Present

Independent Creative Practice · USA · UAE · Netherlands · Canada · Lebanon · KSA · MENA

- Delivered 200+ brand identity systems across fintech, luxury, e-commerce, Islamic finance, SaaS, and consumer sectors — structured agency-style workflows from client brief intake through multi-round stakeholder approvals to final production handoff.
- Led full-cycle art direction and campaign concepting: brand strategy, visual narrative frameworks, multi-channel asset production, and cross-functional collaboration with account managers, developers, and marketing teams.
- Sustained long-term retainer engagements averaging 2–4 years — 80% client retention across USA, EU, and MENA through consistent senior-level creative output and cross-timezone delivery.
- Directed bilingual Arabic–English identity systems for GCC market entry, bridging Western design standards with MENA cultural and typographic requirements — distinct precision for both Arabic and English-speaking audiences.
- Directed end-to-end UI/UX for an Australian fintech payment wallet — user flows, Figma component libraries, and regulated consumer experience design.
- Deployed AI-augmented production (Midjourney v6, Veo3, Kling) cutting asset delivery from 5 days to 48 hours across luxury, SaaS, and retail verticals.
- Produced OOH, print-ready artwork, and large-format assets alongside digital campaign deliverables — production-ready file handoffs with correct colour profiles, bleed, and export specifications.

Lead Visual Designer · Adawati Store

Jan 2021 – Nov 2025

4-year retained engagement · Bilingual Arabic/Dutch campaign execution · Netherlands

- Sole visual designer for a high-volume Arab-diaspora retail brand — managed all campaign visuals, seasonal launches, and social media design within structured marketing content cycles over 4+ years.
- Designed bilingual Arabic/Dutch performance creatives for Meta and Instagram across Arab-diaspora and Dutch-speaking audiences — distinct cultural tone and visual language maintained for each market segment.
- Grew organic social engagement 50% year-on-year through consistent visual brand strategy. Zero client turnover across the full engagement.

Brand & Exhibition Designer · LILAC Marketing & Events

Sep 2022 – Jan 2023

Global AI Sharqiya Expo · Agency environment · 15+ Gulf brands

- Designed exhibition branding for 15+ Gulf brands at the Global AI Sharqiya Expo — full agency workflow from brief intake and stakeholder approvals through to production handoff and on-site execution.
- Contributed to a 30% increase in exhibitor sales through high-impact spatial, environmental, and large-format branding across event touchpoints.

Senior Campaign Designer · Zuhul Productions

Oct 2021 – Dec 2022

Remote · Istanbul, Turkey · Turkish market clients

- Led large-scale ad campaigns and UGC visual frameworks for Turkish market clients across social and digital platforms — performance-focused creative for Meta and regional digital channels with measurable engagement growth.

Performance Creative Designer · Pressforless

Nov 2021 – Dec 2023

MENA beauty, personal care & lifestyle brands · Meta · Google Ads

- Produced ROAS-focused ad creatives for beauty, personal care, and lifestyle brands targeting Arabic-speaking consumers across Gulf and Levant — static, carousel, reels, and video formats.
- Delivered 70% engagement growth and 40% increase in qualified leads through performance-focused creative direction across Meta and Google campaigns.

V O L U N T E E R & P R O B O N O

Senior Graphic Designer — Volunteer · Syrian Professional Network (SyrProNet) Jun 2025 – Present

Amsterdam · Part-time · Remote

- Led SyrproBridges Edition 1 — authored a 50+ page bilingual Brand Identity SOP covering RTL/LTR hierarchy, WCAG accessibility, and editorial standards across 12+ international chapters. 95%+ stakeholder approval. Awarded Certificate of Recognition.

Senior Graphic Designer — Volunteer · EduBridge UK

Feb 2025 – Present

- Designed social media, event visuals, and branded materials for a nonprofit supporting Syrian youth across international audiences.

EDUCATION & CREDENTIALS

Executive Leadership & Entrepreneurship Certificate · Cornell University (eCornell)	2024
Bachelor of Business Administration — In Progress · University of the People, USA	2025 – Present
EF SET English Certificate — C2 Proficient (73/100) · EF Standard English Test	2024
Fundamentals of Digital Marketing · Google	2023

Portfolio & case studies: ghaidak.com · studio@ghaidak.com · Available Immediately