

HAZIM ALRADADI

Multi-skilled Art Director & Creative Services Manager.
Senior Communications Specialist. Design Thinker

Core Competencies

Art Design & Development
Design Thinking
Leadership & Development
Collaborative Management
Corporate Branding
Visual Communications
Executive Communications
Creative Problem Solving
Visual/Print Design
Vendor Management
Time Management
Illustrator & InDesign
Web Design/WordPress
Infographics
Photoshop
Keynote
After Effects
HTML & CSS

CREATIVE LEADERSHIP SUMMARY

- Multi-skilled, self-taught Art Director with a proven 17-year history of leading full project lifecycles for creative design initiatives
- Bold, transformative leader that empowers diverse teams to produce stunning visuals used in marketing, events, & web projects
- Oversee the development of compelling, persuasive corporate communication & branding strategies
- Display versatility designing multimedia/video, photography, content development, infographics, trade show booths & more
- Demonstrate polished communications skills to plan special events, create executive buy-in, & successfully execute events

PROFESSIONAL EXPERIENCE

King Abdullah University of Science & Technology

September 2010 – Present

Senior Communications Specialist,

Office of VP Strategic National Advancement

May 2019 - Present

- Develop effective corporate communication & branding strategies for the department
- Organize strategic initiatives, plan special events & design marketing communications for exhibitions
- Create consistent branding for all programs & business units in the department
- Co-coordinate the identity & branding for all internal & external communications for executive leadership
- Build brand identity for all major national events & programs on behalf of KAUST
- Design logos, create visual identity, marketing collateral, social media graphics, landing pages, promotional items & style guides

Creative Services Manager (Acting)

April 2018 – August 2019

- Developed & executed strategic marketing design campaigns across multiple channels generating measured brand awareness
- Led development of style guide, branding strategies, & best practices for marketing communications imagery, content & websites
- Optimized marketing budget to produce successful collateral in support of our creative branding

Art Director & Design Lead

February 2014 – May 2019

- Created effective design solutions for the University in a variety of mediums:
 - Marketing collateral, identities, web, publication, infographics, trade show booths, gifts, promotional items, and more
- Managed & executed design projects for Office of The President & Senior Management
 - Examples: KAUST Discovery magazine, State of the University, Factbook, Commencement, & The Beacon Magazine
- Collaborated with creative team, editorial team & other designers to ideate on and design a variety of internal & external materials
- Managed four Graphic Designers: scoped & scheduled all projects, & set realistic timelines to ensure work done on time & on-brand

Senior Graphic Designer/Graphic Designer

September 2010 - February 2014

- Published digital artwork, graphics, logos, marketing collateral, print advertisements, and more for department
- Collaborated in the design process with cross-functional designers, marketing team, and leadership to execute on all project deadlines

EMAIL:

hazim.alradadi@gmail.com

MOBILE:

0545407575

WEBSITE:

hazimalradadi.com

LINKEDIN:

sa.linkedin.com/in/hazimalradadi

    /hazimalradadi

Notable Coursework

Creative Thinking Techniques.
Effective Communications.
Dealing with Conflict.
Managing People.
Solutions Focus.

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ADDITIONAL EXPERIENCE

Freelance Art Director & Designer | Saudi Arabia

2001 - Present

- Direct the overall artistic strategy of clients marketing collateral. website graphics. logos. & more to ensure all elements are on-brand
- Design & sketch concepts for client approvals: communicate with marketing directors. graphic designers. project managers & executives
- Manage small to medium-sized art & design projects with tight deadlines. ensuring all deliverables are met on time & on budget
- Facilitate client communications to maintain transparency in all partnerships with cross-functional teams & external vendors
- Showcase excellent skills to educate clients on latest trends in marketing design. brand development. and website user experience
- Guide the direction of supplemental artwork. print advertisements. photography. web banners. advertisements. booth designs. & more

Graphic Designer & Advertising Manager (Part-Time)

April 2018 – August 2019

TESTIMONIALS

"Hazim is a joy to work with and his creative energy and thoughtful design goes beyond aesthetics. One of the things I appreciate the most about Hazim - in addition to his professional demeanor and commitment to collaboration. is that he utilizes his formal education of chemical engineering to enhance his creative designs. His work is both beautiful and grounded in strategic. structured frameworks. He listens and studies the needs of his clients and consistently delivers astounding results."

-Michelle D'Antoni. PR. Marketing & Communications Strategist

Hazim has the ability to listen to your ideas and help transform them into reality. His attention to the spoken and unspoken desires of his clients sets him apart from other designers I have collaborated with. Hazim has a method to building understanding of your needs. developing conceptual options. takes feedback in stride and produces a final product that captures all the objectives. I appreciate his honest and critical perspectives and his willingness to take risks with new ideas. In my experience. I have not worked with a better designer who values input. collaborates seamlessly and produces top-quality materials.

-Lucy Okumu. Strategic Communications professional

Hazim Alradadi was hired as a junior graphic designer whose primary training was as an engineer. We were intrigued by his potential to bring scientific insight and intelligence to our design world as the Kingdom's premier graduate research university. His extraordinary success at achieving this. and so much more. is attested to amply by the fact that I promoted him to Senior Graphic Designer - he is the new face of the Kingdom. blending a cutting edge modern sensibility with a deep awareness and respect for the richness of regional historical tradition. artistic & cultural. His work effortlessly taps the imaginations and tastes of our diverse and international market. our stakeholders. and our leadership. and we are the richer for it. I recommend him unconditionally and will follow his career with interest and enthusiasm.

Christopher Sands. Head of Communications. Europe & Central Asia: Senior Strategic Communications & Marketing Executive

EDUCATION

Bachelor's Degree. Chemical Engineering

King Abdulaziz University | Jeddah. Saudi Arabia | 2009

