

Hazim AlRadadi

Multi-skilled Designer and Art Director. Design Thinker.



Education

Mini MBA, Marketing Week
in Marketing, 2022
in Brand Management, 2022

Bachelor's Degree,
Chemical Engineering
King Abdulaziz University,
Jeddah, Saudi Arabia, 2009

Core Competencies

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

Creative Leadership Summary

- Multi-skilled, self-taught Art Director with a proven 20+ years history of leading entire project lifecycles for creative design initiatives
- A 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 in 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

Creativity & Branding Senior Strategist, Strategic National Advancement,
May 2019 - Present

- Developing effective corporate communication & branding strategies for the department.
- Organize strategic initiatives, plan special events & design marketing communications for internal and external exhibitions.
- Creating and maintaining consistent branding for all programs & business units within the department.
- Co-coordinate the identity & branding for all internal & external communications for executive leadership.
- Developing brand identities and strategies for major national events & programs on behalf of University.
- Leading international designer to deliver brand identities for several projects by creating creative briefs, planning, art direction, and managing clients.

Branding Specialist, Global Branding & Communications, Office of the President,
July 2022 – September 2022

- Led the Design Team in developing and updating the University Brand Guidelines.
- Creating and developing a new market face and co-branding logo for the University.
- Developing a hybrid brand architecture system for the internal departments, centers, and sub-brands.
- Developing a co-branding system for governmental, national, and global events.
- Refreshing the University's Branding Assets

Creative Services Manager (Acting), Communications & Marketing Department,
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, Communications & Marketing Department,
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 The Office of The President & Senior Management.
- Collaborated with the creative team, editorial team & other designers across the University 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

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Notable Coursework

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

Senior Graphic Designer/Graphic Designer, Communications & Marketing Department, KAUST, September 2010 - February 2014

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

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 & budget
- Facilitate client communications to maintain transparency in all partnerships with cross-functional teams & external vendors
- Showcase excellent skills to educate clients on the 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

“ Testimonials

“Hazim thrives in fast-paced, demanding startup environments that are charged with extraordinary mandates for both short- and long-term impact. He has a deep respect for the creative process and balances it with a scientific approach – drawing on everything from psychology, to engineering to fine arts to bring new creations to life. ”

-Hannah Poole, Head of Strategic & Executive Communications, KAUST

“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, Previous Cheff of Staff @KAUST, 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

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