

Hazim Alradadi

Creative Director & Multi-skilled Designer. Design Thinker.



Creative Leadership Summary

Versatile and self-taught Creative Director with over 20 years of experience in guiding entire project lifecycles for creative design initiatives. A dynamic leader renowned for empowering teams to craft visually compelling brand identities and content for marketing, events, and web projects. Pro ficient in developing impactful corporate visual identity and branding strategies, including rebranding and strategic brand positioning, across various multimedia formats.

Highly skilled in overseeing and directing diverse branding projects, ensuring the delivery of visually captivating marketing campaigns and compelling brand visuals. Pro ficient in guiding the creation of visually engaging content that aligns with strategic brand objectives across various multimedia formats. E ffective collaborator with a demonstrated history of successfully orchestrating and implementing strategic brand events.

Education

Mini MBA in Marketing, Marketing Week, 2022

Mini MBA in Brand Management, Marketing Week, 2022

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

Creative Mastery

Creative Direction

Leadership & Development

Visual Communications

Brand/Visual Identity Designs

Strategic Brand Consulting

Brand Architecture

Branding Strategies

Visual/Print Design

Creative Problem Solving

Project Management

Collaborative Management

Client Communication

Agency & Vendor Management

Budget Optimization

Time Management

Web Design/WordPress

Illustrator

InDesign

Photoshop

Keynote & PowerPoint

Professional Journey

King Abdullah University of Science & Technology (KAUST) | 2010 – Present

Creativity & Branding Senior Strategist, Strategic National Advancement,
July 2021 - Present

- Collaborate with international and national agencies, ensuring brand alignments and guiding creative teams to deliver effective design and brand solutions.
- Infuse 20+ years of forward-thinking Design & Branding expertise into crafting impactful corporate branding strategies and innovative identities for major national events.
- Coordinate identity and branding for internal and external communications tailored for executive leadership, understanding executive-level visual needs.
- Lead strategic branding initiatives, personally designing marketing visuals for internal and external exhibitions, showcasing hands-on creativity.
- Ensure consistent branding across programs and business units, maintaining a visually compelling brand identity aligned with strategic goals.
- Created the department's first website, designing and seamlessly integrating seven new brand identities. Led the hands-on development of an internal website housing brand management assets for all brands, incorporating university brand elements.

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

- Led the University's branding team in the development and update of comprehensive University Brand Guidelines.
- Spearheaded the creation and development of a new market face, introducing a co-branding logo for the University.
- Engineered a hybrid brand architecture system, strategically aligning internal departments, centers, and sub-brands with refreshed brand elements.
- Pioneered the development of a co-branding system tailored for governmental, national, and global events, ensuring consistent and impactful visual representation.
- Successfully refreshed the University's branding assets, contributing to a modern and cohesive brand identity.

Senior Branding and Design Specialist, May 2019 - July 2021

- Spearheaded the creation of brand identities for major national events and KAUST programs.
- Took a hands-on approach in coordinating identity and branding for internal and external communications for executive leadership.
- Personally executed design projects, crafting logos, marketing collateral, social media graphics, and style guides.
- Ensured consistent branding across programs and business units, aligning with strategic objectives.

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Notable Coursework

Masterclass: Communicating with Impact Across Cultures

Communicating with Executives

Interpersonal Communication

Emotional Intelligence

Creative Thinking Techniques

Effective Communication

Effective Storytelling

Dealing with Conflict

Managing People

Solutions Focus

Creative Services Manager (Acting), Communications & Marketing Department, April 2018 – August 2019

- Led the creative team, including designers, photographers, and web designers, to support executives, academics, and operations sectors with a versatile and wide range of requests, contributing to the entire university's creative needs.
- Developed and executed strategic design campaigns across various channels, effectively enhancing measured brand awareness.
- Guided the development of a comprehensive style guide, shaped branding strategies, and established best practices for communications imagery, content, and websites.
- Optimized the budget for branding and design initiatives, ensuring efficient allocation to produce successful collateral in support of our creative branding efforts.

Art Director & Design Lead, Communications & Marketing Department, February 2014 – May 2019

- Crafted impactful design solutions across various mediums for the University, including marketing collateral, identities, web assets, publications, infographics, trade show booths, gifts, promotional items, and more.
- Managed and executed design projects for The Office of The President & Senior Management.
- Collaborated seamlessly with the creative team, editorial team, and other designers across the University to ideate and design a diverse range of internal and external materials.
- Led a team of four Graphic Designers, overseeing project scoping, scheduling, and setting realistic timelines to ensure on-time and on-brand delivery of work.
- Led and actively contributed to the redesign of The Beacon, KAUST's Newspaper, working closely with the design team to enhance its visual appeal and impact.

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

- Produced digital artwork, graphics, logos, marketing collateral, print advertisements, and more for the department as the Art Director & Design Lead.
- Collaborated in the design process with cross-functional designers, the marketing team, and leadership to ensure the timely execution of all project deadlines.

Additional Experience

Freelance Creative Director & Designer, Saudi Arabia | 2001 - Present

- Execute a comprehensive artistic strategy, passionately creating graphic design elements, logos, and more to resonate with distinct brand identities.
- Ideate and sketch concepts for client approval, actively collaborating with marketing directors, graphic designers, project managers, and executives to bring visionary ideas to life.
- Efficiently manage small to medium-sized art and design projects with tight deadlines, ensuring meticulous attention to detail and meeting all deliverables on time and within budget.
- Foster transparent client communications, building strong partnerships with cross-functional teams and external vendors.
- Showcase exceptional skills and expertise, educating clients on the latest trends in graphic design, brand development, and website user experience.
- Guide the direction of supplemental artwork, print advertisements, photography, web banners, advertisements, booth designs, and more, leveraging a wealth of experience to create daring yet functionally efficient graphic design and branding solutions..

Hazim Alradadi

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