



# **Qaiser Nawaz**

## **Creative Director – Strategic**

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Dubai, UAE | Golden Visa Holder  
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## S U M M A R Y

# Selling Stories, Not Just Ideas.

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Creative Director – Strategic Initiatives with a 15-year track record across UAE, England, and Saudi Arabia; delivering ideas that shape brands, win pitches, and create meaningful impact across social, digital, branding and publishing.

### Core Expertise

- Creative Direction & Brand Strategy
- Campaign Development (360°, Digital, Print, Social)
- Visual Storytelling & Presentation Mastery
- Design Thinking & Innovation Leadership
- Publishing, UI/UX, Video Storyboards
- Pitch Writing, Copy Crafting, Mockups
- AI Integration in Creative Workflows

# 25+

### Full Creative Pitches

End-to-end creative pitches delivered since Feb 2024 strategy, copy, design, storytelling, and presentation.

**8 won. 9 shortlisted.**

All built for business impact.

EXPERIENCE

## Selling Skills, Not Just Jobs.

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Ideas only matter when they move people and I've spent over a decade making that happen.

Creative Director – Strategist

**AL REEM GROUP | UAE | Jul 2025 – Present**

Leading creative vision and strategy across all in-house brands. Built and run a full-service studio, overseeing team development.

Creative Director – Strategic Initiatives

**Que for Qreative | Dubai, UAE | Feb 2024 – Jun 2025**

Leading sports, government, and cultural campaigns with full ownership of pitch strategy, concept, and delivery.

Creative Director

**Boopin | Dubai, UAE | Jan 2020 – Feb 2024**

Directed multi-market campaigns across tourism, real estate, and tech sectors. Led regional teams & delivered high-impact work for clients.

Creative Specialist (Remote)

**Academy of Robotics | Horning, England | Jul 2020 – Sep 2023**

Contributed to AI-driven tech projects including KarGo, Milton Robots, and Royal Air Force campaigns — providing storytelling, mockups, and pitch support.

Freelance Art Director

**VML | Dubai & Riyadh | May 2018 – Dec 2022**

Provided branding and campaign support for clients including Saudi Conventions Authority, PIF, Nature Valley, and Imam Turki Reserve.

Creative Director

**O2 Advertising | Dubai, UAE | Jul 2016 – Jan 2020**

Managed creative, digital, and communications across multicultural teams. Led campaigns from concept to execution for both corporate and government clients.

Senior Print/Digital Creative

**Touchline | Abu Dhabi, UAE | Jun 2013 – Jan 2016**

Designed editorial, branding, and identity work for Expo 2020, Dubai PM's Office, and Dubai Tourism, combining high-end design with storytelling.

Art Director

**Momentum Worldwide / FP7 | Dubai, UAE | July 2012 – May 2013**

Led creative for Subway, Al Hilal Bank, and Kempinski, with a focus on fast-turnaround campaigns across OOH, print, and digital.

# 15+

Years Shaping Stories

Blending strategy, design, and storytelling.

## Selling Growth, Not Just Qualifications.

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Formal titles matter but what you apply, evolve, and inspire with them matters even more.

### **Education**

PhD – AI, Design & Data (In Progress)

Focus: Impact of AI on the Creative Industry (Middle East)

MBA – Creative Business & Innovation

Buckinghamshire New University – London – 2024

### **Endorsements**

“Qaiser is a visionary when it comes to creative conceptualisation. He can take what's on your mind and translate it into remarkable visuals.”

**Zeena Kurd, GM, Boopin UAE**

“Qaiser is an agency within an agency — a multi-talented, sharp personality with high ethics.”

**Mo Johmani, CEO, O2 Advertising, Dubai**

“Qaiser has exceptional skills in bringing idea visually to life and has always been an outstanding help in solving urgent briefs and coming up with quick solution and ideas.”

**Patrick Honein, Creative Director, Momentum, Abu Dhabi**

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**Mind. All roles. Every pitch.**

Strategy. Copy. Design. Storytelling.

Presentation — delivered solo, built to win.

CLOSURE

## Selling Thank Yous, Not Just Goodbyes.

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If this resonated, **let's talk.**  
The next great idea could start  
with you.

