



Qaiser Nawaz

Creative Director –
Strategic

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LINKEDIN PROFILE

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SUMMARY

Selling Stories, Not Just Ideas.

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.

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 developm

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.

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.

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

