

Creative Director

Strategist · Brand Builder · Storyteller · Alchemist

QAISER



UAE · Golden Visa Holder

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LINKEDIN PROFILE

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SUMMARY

Selling Purpose, Not Just Output.

Creative Director with 15+ years building brands from the inside setting vision, leading teams, and delivering creative excellence across government, sports, real estate, and cultural sectors in the UAE, Saudi Arabia, and the UK.

Core Expertise

- Creative Direction & Brand Strategy
- In-House Studio Build & Team Leadership
- 360° Integrated Campaign Development
- Government, Sports & Real Estate Sector Experience
- Brand Identity & Brand Uplift
- Social Media Creative Direction
- Visual Storytelling & Narrative Development
- Publishing, UI/UX & Video Storyboards
- AI Integration in Creative Workflows

25+

Full Creative Pitches

End-to-end creative pitches delivered in 14 months, strategy, copy, design, storytelling, and presentation.

8 won. 9 shortlisted.

All built for business impact.



EXPERIENCE

Selling Leadership, Not Just Experience.

Great brands aren't built in pitches.
They're built from the inside with
vision, consistency, and a team.

Creative Director - Brand Strategy & Multi-Brand Creative Leadership

AL REEM GROUP · Abu Dhabi · Jul 2025 · Present

Built a full-service media agency from zero. Recruited and led teams locally and remotely, directed creative across 14+ brand accounts, delivered 5+ branding projects, and ran an 8-week creative workshop for HCT Abu Dhabi marketing students.

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 · Abu Dhabi, 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.

Creative Head

Kassab Media FZ-LLC · Dubai & Riyadh · Jul 2008 - Jul 2012

Directed visual campaigns for RTA, Dubai Taxi, and Dubai Municipality, focusing on city-wide transit and OOH branding projects.

15+

Years Building Brands

Setting vision, leading teams,
delivering excellence.



Selling Impact, Not Just Credentials.

I didn't return to education to collect certificates. I returned to evolve and to understand where our industry is heading before it arrives.

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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Vision. Every brand. Every team.

Strategy. Direction. Design. Leadership.

Built to lead from the inside.



CLOSURE

Selling Futures, Not Just Farewells.

If you're building something that needs to last a brand, a team, a creative culture worth being proud of; **let's talk.**

The right Creative Direction changes everything from the inside.



Qaiser Nawaz

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