



A multidisciplinary creative designer and visual communication specialist based in Amman, Jordan, **with 9+ years of experience** in branding, 360 campaigns, editorial, and corporate design.

Over the years, has collaborated with a wide range of **high profile projects across the UAE, Saudi Arabia, and Jordan**, working in various sectors including governmental projects, IT, business solutions sector, F&B, and healthcare.

Specialized in crafting cohesive design systems that blend creativity with strategic thinking, While always maintaining a strong focus on minimalism and structured layouts.

With a hands-on approach, **combines concept driven creativity with technical expertise to deliver designs that are not only visually striking but also functional.**

Rinaad Sehweil

Art Director & Designer

Portfolio & Contact Info

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Professional Experience

Art Director & Designer | Studio Be | Amman, JO
Part time | 2017–Present

- Developed and executed **branding, packaging, digital content, editorial design, and 360 campaigns**, aligning with business objectives.
- Designed **corporate presentations, business decks, analysis reports, strategic presentations, and visual reports**, ensuring clarity, structure, and strong visual storytelling.
- Directed creative strategy, **from conceptualization to production**, overseeing advertising, activations, and social media.
- **Managed client relationships** provided strategic insights, and optimized visual communication.
- **Led and mentored a team of designers**, ensuring high-quality execution and design consistency.

• **Senior Visual Designer**
2022–2019

• **Visual Designer**
2019–2017

Senior Designer | AlSayegh Worldwide | Dubai, UAE
Full time | 2022–Present

- Conceptualized and executed innovative campaigns for governmental sectors across the UAE, delivering tailored visual solutions for projects like **Salik Company P.J.S.C., Dubai Urban Master Plan 2040, the Roads & Transport Authority (RTA) and Abu Dhabi Mobility (ADM)**.
- Directed visuals and branding for high-profile events such as **Dubai World Congress for SDT, Dubai International Project Management Forum (DIPMF) and The Telecommunications and Digital Government Regulatory Authority (TDRA)**, ensuring cohesive event identities across online and offline materials.
- Developed **corporate presentations, business decks, executive reports, annual analysis white papers, and sustainability report**, maintaining clarity, structure, and brand consistency under tight deadlines.

Education

Princess Sumaya University | Amman, JO
2012–2016

B.A. in Computer Graphics and Animation

Vilnius University | Vilnius, LT
Exchange Student Erasmus+ | 2016

Arts and Communication

Languages

Arabic | Native English | Fluent

Additional Expertise

Motion Graphics, infographics illustrations
Basic 3D Visualization, Website Design, AI Tools