

HUMAIN

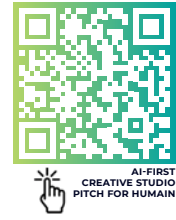
PITCH FOR HUMAIN

CLICK OR SCAN TO SEE MY PITCH FOR CREATIVE STUDIO



WAQAS MOHAMMED AMIN

Award-winning AI-First Creative Studio & Brand Director



"A great idea involves great design, it's rarely the other way around and it should not be."

CONTACT

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- [Portfolio Link](#)
- Riyadh, Saudi Arabia
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KEY ACHIEVEMENTS

- RCRC**
Re-Branding & Marketing Strategy
- Riyadh Expo 2030**
Brand Development & Management
- Riyadh Strategy 2030**
Brand Development & Management
- Riyadh Metro**
Creative Campaign & Launch
- Riyadh City Brand**
Brand Development & Management

KEY ACHIEVEMENTS

- TRSDC**
Brand Development & Management
- Coral Bloom**
Marketing Campaign Launch
- Red Sea Global Creative House**
Developed Creative Internal Studio
- Red Sea Airport**
Brand Development & Management
- Turtle Bay Hotel**
Brand Development & Management
- Shaybarah Island**
Marketing Campaign Launch

ACCOMPLISHED

My journey in creative leadership, brand development and AI-enabled production has been shaped by high-impact national and regional projects. I have led creative direction, campaign systems, visual storytelling, and studio workflows across major initiatives including Riyadh Expo 2030, Saudi Made, Riyadh City Strategy, Riyadh Metro, Red Sea Global and other transformation-led programs. My work has been recognized for combining strategic clarity, premium design standards, hands-on execution and scalable creative systems that support brand, product, marketing, events and leadership communications.

EXPERIENCES



Director of Creative Services & Studio Production
Royal Commission for Riyadh City
Aug 2021 - Present

As Director of Creative Services & Studio Production at RCRC, I lead internal and external creative teams to deliver brand, campaign, digital, presentation, event and production assets aligned with Vision 2030. My role combines strategic planning, hands-on creative direction, studio management and AI-enabled workflows to ensure every output is clear, consistent, premium and channel-ready.

Key responsibilities include:

- Leadership:** Managing internal and external creative teams, designers and production partners.
- Creative Direction:** Setting art direction, visual standards, campaign systems and channel-ready outputs.
- Brand Development:** Implementing brand strategies, guidelines, procedures and scalable visual systems.
- Riyadh City Strategy:** Developed the brand identity approved by HRH Crown Prince Mohammed Bin Salman.
- Riyadh Expo 2030:** Developed and managed the brand, guidelines, media assets and campaign materials.
- Studio Production:** Managing 35+ projects across Metro, Buses, Riyadh Art, Riyadh Creative District and RCRC programs.

My role at RCRC involves leading creative strategy, execution and hands-on art direction to ensure every project meets the city's vision, standards and audience needs. I have helped strengthen Riyadh's global image through brand systems, launch campaigns, visual storytelling, digital assets, event content,



Senior Manager of Creative Services
Red Sea Global - Public Investment Funds
March 2018 - August 2021

As Creative Services Senior Manager at Red Sea Global (PIF), I helped shape and execute the organization's creative vision across brand, digital, content, presentations, campaigns and production. The role required studio leadership, hands-on creative review, cross-functional collaboration and delivery of high-quality assets for a fast-growing destination brand.

Key responsibilities included:

- Leadership and Oversight:** Guided art direction, copy, layout, storytelling and visual consistency across deliverables.
- Creative Direction:** Guided art direction, copy, layout, storytelling and visual consistency across deliverables.
- Content Strategy:** Built content approaches integrating brand design, digital channels and production needs.
- Cross-Department Collaboration:** Worked with marketing and business teams to translate plans into creative outputs.
- Studio Management:** Managed workflow, priorities, timelines and creative production schedules.
- Presentation and Approvals:** Presented concepts to stakeholders and secured approvals for final delivery.

My tenure at Red Sea Global was marked by excellence, innovation, and strategic collaboration, significantly contributing to the organization's branding and marketing success.



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KEY ACHIEVEMENTS

- Ras Al Khaimah**
Re-Branding & Marketing Campaign
- Jebel Jais**
Brand Development & Management
- World’s Longest Zipline**
Brand Development & Management
- AHIC**
Marketing Campaign
- Puro**
Brand Development & Management



Manager of Creative & Marketing Services
Ras Al Khaimah Tourism Development Authority
January 2015 - February 2018



As the Creative Services Manager at Ras Al Khaimah Tourism Development Authority, I was instrumental in leading and directing the design and production of visual and audio materials for advertising, broadcast, and web communications.

Key responsibilities include:

- **Leadership:** Led the creative team under the leadership of the creative director in producing high-quality visual and audio content.
- **Creative Oversight:** Ensured cohesive and compelling art, photo, video, and layout design.
- **Standards and Processes:** Established and implemented design standards for consistent, high-quality results.
- **Vendor Coordination:** Managed external vendors and contractors, aligning projects with strategic goals.
- **Project Management:** Drove major projects, including Brand Identity, Brand Launch, Jebel Jais Brand, and World's Longest Zipline promotions under the leadership of creative director.

During my tenure, I successfully managed multiple high-profile projects under the leadership of the creative and marketing VPs that significantly enhanced the visibility and appeal of Ras Al Khaimah as a premier tourism destination. My efforts in establishing robust design standards and processes resulted in a cohesive and impactful brand identity that resonated with diverse audiences.

KEY ACHIEVEMENTS

- IHG**
Marketing Campaign & Collaterals
- Southern Sun Hotels**
Brand Development & Management
- InterContinental Hotel**
Brand Management & Assets
- Motor Mouth**
Marketing Campaign
- Bait Al Kandora**
Brand Development & Management



Creative & Brand Development Manager
Light House Advertising Agency
February 2013 - December 2014



At Light House Advertising and Branding Agency, I held the position of Creative Services Department Manager under the supervision of the Chief Creative Officer, where I was responsible for the visual style and imagery across a wide range of media, including magazines, newspapers, product packaging, and movie and television productions.

Key responsibilities include:

- **Visual Direction:** Defined the overall design and visual tone for each project, guiding the creative process from concept to completion.
- **Team Leadership:** Oversaw a team of designers and artists, directing their work under the leadership of the Chief Creative Officer to ensure it aligned with the project's vision and standards.
- **Creative Vision:** Articulated and communicated the desired style and tone for each project to the team, ensuring consistency and coherence in the final output.
- **Project Management:** Coordinated with clients to understand their needs and preferences, translating them into clear creative briefs for the team.
- **Quality Assurance:** Reviewed and approved all creative output, ensuring it met the highest standards of quality and effectively addressed the client's goals and challenges.

In my role, I successfully blended creative ingenuity with strategic thinking, leading my team to produce compelling and effective visual content.

KEY ACHIEVEMENTS

- Emirates**
Marketing Campaign
- Victoria Secrets**
UI/UX Development & Management
- Burj Al Arab**
Marketing Collaterals
- Emaar**
Marketing Campaign & Assets



Senior Brand Designer
Orient Advertising Agency
February 2011 - February 2013



As a Creative and Brand Designer at Orient Advertising and Branding Agency, I was instrumental in bringing innovative design solutions to life, ensuring they met team strategies from concept to completion.

Key responsibilities include:

- **Conceptualization and Implementation:** Developed and executed design solutions from concept to completion.
- **Creative Design:** Created concepts, layouts, and final art to meet marketing objectives.
- **Digital and Print Solutions:** Produced digital and print materials, including websites, brochures, and product packaging.
- **High-Quality Deliverables:** Ensured consistent, high-quality output, even under tight deadlines.

Dedicated to maintaining high standards of creativity and quality, fostering team collaboration, and delivering impactful brand experiences.



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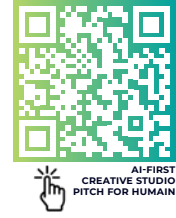
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KEY SKILLS

- Creative Leadership
- AI-First Thinking
- Art Direction
- Strategic Thinking
- Studio Management
- Team Leadership
- Creative Production
- Problem-Solving

AREA OF EXPERTISE

- Creative Direction
- Art Direction
- Brand Strategy
- Campaign Development
- AI-Enabled Workflows
- Presentation Design
- Video / Motion Direction
- UI/UX Design
- Digital / Social Content
- Creative Production
- Studio Operations
- Vendor Management

MY ARTICLE



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EDUCATION

Master Degree
Mass Communications - Marketing
University of Karachi

Bachelor Degree
Bachelors in Arts - Marketing
University of Karachi

Diploma - Creative Direction
University of Arts, London
United Kingdom

Diploma - Art Direction
University of Arts, London
United Kingdom

RECOGNIZATIONS

University of Art - London
Recognized as Best Brand Identity Developer

TimeOut Magazine
Recognized in WatchOut List

Creative Leadership Awards
Recognized as Jury Member

Young Global Leader 2018
Recognized amongs Young Creatives

AWARDS

Silver Telly Awards
Destination Brand - Ras Al Khaimah

World Travel Awards
Experience Launch Video - Jebel Jais

Bronze Telly Awards
Destination Marketing Campaign - Ras Al Khaimah

World Travel Awards
Experience Brand - Jebel Jais

CURRENT JURY MEMBER

Camapaing ME Agency Awards
Jury Member

Effie Awards
Jury Member

Athar Awards
Jury Memeber

World Travel Awards
Jury Member

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