

Ameer Al-Ayyash

Graphic Designer & Art Director | Social, Motion, Brand & Web

Dubai, United Arab Emirates | UAE resident

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PROFESSIONAL SUMMARY

Dubai-based graphic designer and art director with 4 years in design, 40+ projects and 12+ clients, working across social content, motion, video, branding, packaging and web. I have repeatedly run the whole creative function on my own: at Global Network FZCO, where I built the beauty and wellness brand my aurea from scratch, at Korean Beauty House across Instagram and TikTok, and as the only designer on Disney Consumer Products' team for Germany, Austria and Switzerland. Claude, Adobe Firefly and Higgsfield are part of my everyday design and development.

CORE COMPETENCIES

Social and content: Social-First Content | Instagram and TikTok | Paid and Organic Social Creative | Digital Advertising Creative | Platform-Specific Formats | Content Planning | Social Media Management | Beauty and Skincare Content

Motion and video: Motion Graphics | Short-Form Video | Video Production and Editing

Brand and design: Art Direction | Creative Direction | Branding and Visual Identity | Packaging Design | Campaign Creative | Retail and Point-of-Sale Design | Product Photography | Merchandise Design

Digital and AI: UI/UX Design | Web Design | Web Development | E-Commerce Design | AI-Assisted Creative Workflows | AI Image Generation

PROFESSIONAL EXPERIENCE

Head Graphic Designer / Art Director / Marketing Assistant

Global Network FZCO

Jun 2026 – Present

- **Sole creative:** run the company's complete creative and digital function, covering graphic design, art direction, branding, marketing, social media, web design and web development from creative strategy to final execution.
- **Social and campaigns:** manage the company's social media and produce social-first content, motion graphics, campaign creative and digital advertising assets for platform-specific formats.
- **my aurea:** created a beauty and wellness supplement brand from scratch: name, visual identity, a colour-coded range system, packaging design, product visuals and a live Shopify store for a five-product range.
- **E-commerce and sourcing:** designed the my aurea shop experience, including a product finder, bundle builder and subscription flow, led its creative direction and researched manufacturers and suppliers, including in China.
- **setup-global.com:** designed and developed the corporate website, including an interactive tax calculator, from interface design in Adobe XD to the build in Astro, and maintain it.
- **AI workflows:** use Claude, Adobe Firefly and Higgsfield in live projects for ideation, image generation and editing, motion exploration and website development.
- **Collaboration:** coordinate external suppliers and creative professionals, and work with marketing and creative stakeholders to turn briefs into finished work.

Head Graphic Designer & Social Media Manager

Korean Beauty House

Apr 2025 – Jun 2026

- **Sole creative:** ran the creative and social media function of a Munich K-beauty retailer, owning its Instagram and TikTok presence.
- **Strategy:** set the social media strategy and creative direction, and planned content for both channels.
- **Content:** created static posts, carousels, Stories, Reels and TikTok videos from concept to final edit in Premiere Pro, After Effects and CapCut.
- **Paid and organic:** designed paid and organic social creative for Instagram and TikTok.
- **Beauty:** produced beauty and skincare content featuring the products and brands sold in store, alongside retail and brand marketing creative.

Graphic Designer & Digital Marketing Manager

The Walt Disney Company

Sep 2024 – Aug 2025

- **Sole designer:** owned creative execution for Germany, Austria and Switzerland (DACH) as the only designer on the Disney Consumer Products team.
- **Campaigns:** designed seasonal retail campaigns across Disney, Disney Princess, Marvel, Pixar and Star Wars.
- **Print, retail and digital:** delivered retail posters, brand-shop banners, magazine pages, in-store displays and cinema-release point-of-sale columns such as Moana 2, in German and French.
- **Social and digital:** produced social and digital creative for Consumer Products campaigns.

Head Graphic Designer

Hubert Burda Media

Mar 2024 – Oct 2024

- **Editorial:** created editorial and brand creative and digital content for ELLE, Cosmopolitan, Harper's Bazaar and Focus.
- **Video and social:** produced video for social and digital channels and managed social media, across the full process from concept to publication.

Head Graphic Designer & Content Creator

Faces of Fey

Sep 2023 – Mar 2024

- **End to end:** directed and executed the brand's creative across packaging, product photography, video, web and social media.
- **Hands-on:** designed the packaging, shot the product photography, produced and edited video, managed social media and designed the website.

Freelance Creative & Brand Designer

Freelance

Sep 2023 – Present

- **Daily Matcha:** designed brand applications for a Munich matcha café chain across product packaging, menu boards, shopfront and window graphics and cups.
- **Vogue:** created editorial design for Vogue through Condé Nast.
- **Maggie Lindemann:** designed three tour T-shirts, front and back, for the I Feel Everything Tour 2026 across North America, Europe and Australia, commissioned through SWIXXZ.

EDUCATION

Degree, Certified Media Designer Digital and Print (Mediengestalter Digital und Print)

Mediadesign University (MD.H)

IHK (German Chamber of Industry and Commerce) certified, Munich, 2022 – 2026

SKILLS

Design and video: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe XD, Figma, CapCut

Web: Shopify, Liquid, HTML, CSS, JavaScript, Astro

AI: Claude, Adobe Firefly, Higgsfield

Languages: German (native), English (native), Arabic (fluent)