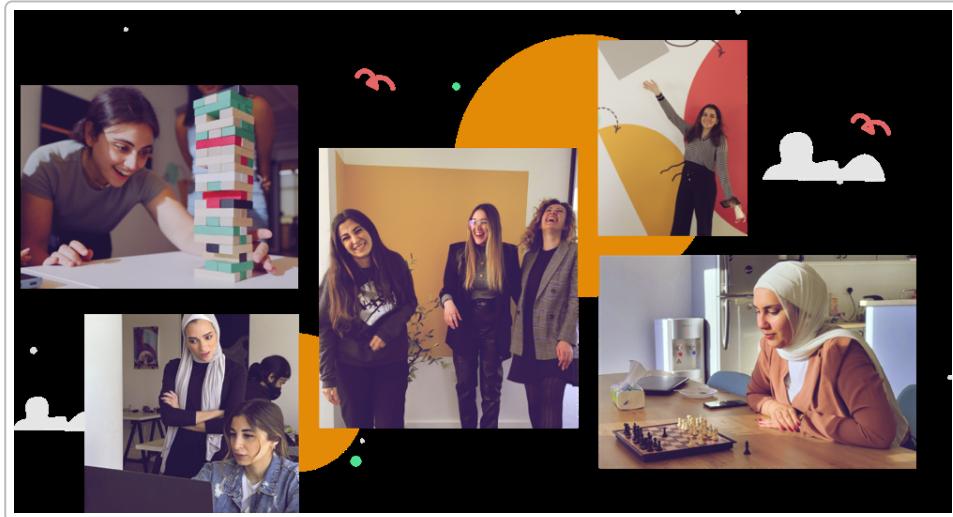# ⊛ ChatGPT

Company Profile: Prezlab

Company Background and Founding

Prezlab's team fosters a creative office culture, with designers and storytellers on a mission to end "Death by PowerPoint."

Prezlab is a **digital design agency** founded in 2016 in Dubai, United Arab Emirates [1] . It began as a small group of "creative warriors" united by a simple mission: *to bring an end to "Death by PowerPoint"* – i.e. to eliminate dull, ineffective presentation visuals [2] [3] . Co-founders Zaid Abulfealat and Mai Awawdeh started the company around one dining table, and the firm has since grown dramatically, now occupying multiple floors and boasting a much larger team [3] . From its Dubai origins, Prezlab has expanded its presence and services globally while staying true to its core focus on **visual storytelling** and engaging design.

Services and Solutions

Prezlab offers a **full suite of creative and visual services** aimed at transforming how organizations communicate. Key service offerings include:

- **Presentation Design & Storytelling:** Crafting impactful PowerPoint and pitch deck designs, with an emphasis on compelling narratives that engage audiences [4] [5] . This ranges from quick slide enhancements to fully animated, interactive presentations.
- **Information Design & Infographics:** Turning complex or "clunky" data into clean, comprehensible infographics and visual data stories [6] . Prezlab specializes in inventive information design that makes data insights easily digestible.
- **Motion Graphics & Explainer Videos:** Producing animated videos and motion graphic content that bring ideas to life. The agency creates **explainer videos** and engaging animations to capture viewers' attention [7] .

- **Branding & Graphic Design:** Offering brand identity design and **design language adaptation** services to ensure visual consistency across client materials [8]. Prezlab can refresh or develop branding elements true to a client's story.
- **On-Demand Design Support:** Acting as a **"presentation agency"** or an extended design department for clients [9] [10]. Prezlab provides ongoing graphic design support (including social media content design and management) on a retainer or project basis, allowing clients to outsource creative needs to a dedicated team.
- **Other Services:** Prezlab's capabilities extend to web/digital design and custom requests. The team prides itself on being a one-stop shop for creative needs, able to tackle everything from **marketing collateral** to interactive digital content [7] [5].

(Table 1 below summarizes Prezlab's major service areas and examples of each.)

Service Area	Description
Presentation Design	Slide design, templates, pitch decks, and visual storytelling for impactful presentations [4] [5].
Information Design	Data visualization and infographics that convert complex data into clear graphics [6] [7].
Motion Graphics & Video	Animated videos, motion graphics, and explainers to bring concepts to life and engage audiences [7].
Branding & Identity	Branding services, design language development, and visual identity creation or refresh for businesses [8].
Graphic Design Support	On-demand graphic design support, social media content creation, and full-service presentation design outsourcing [7] [10].

Clients and Industries Served

Prezlab serves a **diverse global clientele**, ranging from startups to Fortune 500 companies [11]. The agency's clients span **many industries and sectors**, including government and public sector, management consulting, healthcare, banking and finance, hospitality and tourism, education, entertainment, and manufacturing [8]. This broad industry experience means Prezlab is adept at tailoring designs to different audiences and content types.

Notable organizations that have worked with Prezlab include major brands and institutions. For example, **LinkedIn** (professional networking), **UNICEF** (international NGO), **TikTok** (technology/social media), and **IKEA** (retail) have all been featured as clients on Prezlab's site [12]. In the automotive sector, **Audi** has praised Prezlab's work – *"Prezlab impressed us with their creative solutions, bilingual expertise, and reliable partnership,"* noted Audi's marketing manager in a testimonial [13]. Tech startups and firms like **Totably** have also lauded Prezlab as a *"one-stop shop"* for design and marketing needs due to the team's flexibility and breadth of services [14].

Geographically, while many clients are in the Middle East (UAE, Saudi Arabia, Jordan, etc.), Prezlab's portfolio is **not limited by region** – it delivers solutions to clients across different continents and markets [8]. The agency emphasizes a *"locally-rooted, globally-minded"* approach, ensuring designs resonate culturally with target audiences while meeting international standards [15].

Major Projects and Case Studies

Prezlab's portfolio showcases a range of **high-profile projects** that illustrate its capabilities in presentation design, video, and branding. The following are a few **notable case studies** and projects publicly highlighted by the company:

- **LinkedIn Talent Awards Presentation:** Prezlab designed a dynamic, illustrated presentation for **LinkedIn's annual Talent Awards** event, which honors top-performing clients. The animated presentation featured a lively, diverse cast of characters and inclusive design elements to engage a global audience across three continents [16] . The result was an informative yet fun slide experience that resonated with viewers and celebrated the award winners.
- **IKEA Saudi Explainer Video:** The team produced an **animated video for IKEA** targeting the Saudi market. This video incorporated personalized characters and a laid-back, approachable style to showcase smart home aspirations and IKEA's products in a relatable way [17] . The animation helped simplify the concept of home automation for customers, aligning with local culture and preferences.
- **Edraak Rebranding Initiative:** Prezlab led a **brand refresh for Edraak**, a major online education platform in the Middle East. The project created a new youthful, energetic visual identity for Edraak, with a bold color palette and thematic graphic elements that convey optimism [18] . This rebranding effort provided Edraak with a modernized look and a strong conceptual foundation to better connect with its learners and meet modern challenges [19] [20] .
- **Abu Dhabi Digital Strategy Infographic:** For a government digital initiative, Prezlab developed an **animated infographic for Abu Dhabi's GITEX tech showcase**. The infographic highlighted the emirate's digital transformation achievements and upcoming projects, featuring customized icons, interactive elements, and culturally relevant design [21] . It presented data about the region's tech progress in an attention-grabbing format for event attendees.
- **Diplomatic Campaign Presentation:** Prezlab created a suite of visuals for a **diplomatic entity's digital campaign**, including a polished PowerPoint presentation and bilingual social media graphics. This project demanded creative consistency and cultural sensitivity; Prezlab delivered by producing designs that were both visually stunning and effective in communicating the campaign's message in multiple languages [22] .

Each of these projects demonstrates Prezlab's ability to adapt to different content and client needs – from corporate award ceremonies and educational platforms to government reports and marketing campaigns. *(Prezlab's website features an extensive portfolio with additional case studies and before-and-after examples of their work [23] [24] .)*

Office Locations and Geographic Focus

From its base in Dubai, Prezlab has expanded with additional offices in the Middle East to better serve regional clients. As of 2025, the company maintains **three office locations**:

- **Dubai, UAE (Headquarters):** Prezlab's headquarters is in Dubai (located in Dubai Design District) [25] [26] . Dubai serves as the central hub for the company's operations and is where Prezlab was originally founded. The Dubai office allows proximity to a wide range of corporate clients in the UAE's business capital and anchors the agency's creative team.
- **Riyadh, Saudi Arabia:** In recent years, Prezlab entered the Saudi market, opening an office in Riyadh to support its growing Saudi Arabian client base [27] . This expansion into KSA reflects the company's **geographic growth strategy** – tapping into the Kingdom's demand for high-quality presentation and design services. The Riyadh office positions Prezlab to work closely with Saudi

government entities, businesses, and conferences, given the country's large economy and events market.
- **Amman, Jordan:** Prezlab also has an office in Amman, Jordan [28] . The Amman branch (e.g. at Al Madina Street, Amman) enables the company to leverage Jordan's talent pool of designers and to serve clients in the Levant region more effectively. Jordan's office often collaborates with Dubai on projects and contributes to Prezlab's content creation and regional outreach.

These locations underline Prezlab's **regional focus on the Middle East and Gulf Cooperation Council (GCC)**, while still serving international clients. With teams in the UAE, Saudi Arabia, and Jordan, Prezlab can provide local contact and support to clients in those markets, ensuring around-the-clock service and cultural alignment where needed. The company's distributed offices also suggest an intent to scale creatively across key Middle East business hubs.

Leadership and Company Structure

Prezlab is led by its **co-founders**, who remain actively involved in the company's creative and strategic direction:

- **Zaid Abulfealat – Co-Founder & Chief Executive Officer (CEO):** Zaid is the CEO of Prezlab and one of its founders [29] . He has a background in business process outsourcing and creative industries, and under his leadership Prezlab has grown into a tech-enabled creative agency. Zaid focuses on company strategy, growth, and integrating technology into Prezlab's services [30] [31] . He is also a member of the Forbes Agency Council, indicating thought leadership in the marketing/design field [32] .
- **Mai Awawdeh – Co-Founder & Chief Creative Officer (CCO):** Mai co-founded Prezlab and serves as CCO, heading the creative teams [33] . With a background in design and communications, she drives the visual direction of projects and ensures the storytelling aspect of Prezlab's work remains strong. Mai has led the design team since the company's inception in late 2016 [11] , and she plays a key role in maintaining the high quality of creative output that Prezlab is known for.

The broader **leadership team** at Prezlab includes managers and directors overseeing various functions: for instance, a Design Manager, Creative Strategy Manager, Art Directors, and a VP of New Ventures (an example being Ibrahim Alnabelsi, noted as part of the founding team) [34] [35] . The company's structure emphasizes collaboration between **creative teams and account/project managers**. When a client works with Prezlab, they are typically assigned a project manager and an art director who guide the project and coordinate the design process [36] . This structure ensures that client communications, project management, and creative execution are all handled by specialized personnel.

In terms of workforce, Prezlab has grown from just a few individuals to a team of dozens. The agency is estimated to have on the order of **50+ employees as of mid-2020s** [37] , with recruitment ongoing to support its expanding services. The team consists of presentation designers, graphic designers, animators, writers, and client success managers. Prezlab fosters a culture centered on creativity, empathy, trust, determination, and adaptability – values explicitly highlighted in the company's story [38] [39] . This culture is seen as the *"glue"* that binds the team and drives successful collaboration on client projects.

Pricing Model and Service Packages

Prezlab's services are custom-tailored to each project, and pricing is typically determined on a **per-project or retainer basis**. While the company does not publicly list fixed package prices on its website

(engagements usually begin with a "Get a quote" consultation), some indicative pricing information is available from industry sources:

- **Project Minimums:** Prezlab generally takes on projects with a minimum budget of roughly **$1,000+** [40] . Smaller engagements (e.g. a quick slide polish) may be accommodated, but the $1k figure suggests a typical entry point for substantial design work.
- **Hourly Rates:** According to client reviews and directories, Prezlab's work is priced in the range of **$50–$99 per hour** [41] . This rate is in line with specialized design agencies; actual rates within that range likely depend on the complexity and urgency of the task.
- **Flexible Service Packages:** Clients report that Prezlab offers **flexible packages** and engagement models [42] . For example, a client might hire Prezlab for a one-time presentation overhaul, on a retainer for ongoing design support, or for a bundle of services (like a package covering presentation design, an explainer video, and related social media graphics). The company is willing to customize its offering to fit the client's needs – whether it's a short-term project or a long-term creative partnership.
- **Value and Clarity:** Overall, Prezlab is considered to provide **competitive pricing** for the value delivered [42] . In reviews, clients have appreciated the quality-to-cost ratio, often noting that the investment in professional design has high returns in terms of audience impact. However, one area of feedback is that pricing for additional **iterations/revisions** should be clarified upfront – a review mentioned that the cost of extra revision rounds wasn't initially clear, leading to some unexpected charges until it was explained [42] [43] . Prezlab has the opportunity to improve transparency around revision policies, but clients still rate their overall cost and pricing experience favorably (4.8/5 for cost in aggregated Clutch reviews) [44] .

In practice, new clients can approach Prezlab for a quote, and an account manager will scope the work and propose a pricing model. The agency also occasionally provides **free resources** (such as presentation templates or a free slide evaluation service on their site) which act as a starting point for some clients [45] [46] . These offerings demonstrate a willingness to engage potential customers with value upfront before a formal project begins.

Company Reputation and Client Feedback

Prezlab enjoys a **strong reputation** in the presentation design and creative services market, as evidenced by client testimonials and independent reviews. The firm has consistently earned high marks for quality, creativity, and professionalism:

- **Client Testimonials:** Prezlab's website features glowing feedback from clients across industries. For instance, Khalid Al-Sabi of Audi praised the team's creativity and reliability in delivering solutions (calling Prezlab a *"reliable partnership"* for design needs) [13] . Another client, Ibraheem Abdelhaq (founder of a startup), lauded Prezlab's flexibility and breadth, saying *"I'm thrilled to have found a one-stop shop for all my design and marketing needs"* [47] . Mehr Hussain from TikTok for Business similarly commended Prezlab for being *"highly responsive, reliable, and punctual,"* noting the agency as an *"active and dynamic partner"* in their projects [48] [49] . These testimonials underscore Prezlab's ability to integrate with client teams and consistently meet expectations.
- **Ratings on Review Platforms:** On **Clutch.co**, a well-known B2B ratings platform, Prezlab holds an **overall 5.0/5.0 star rating** (across 4 detailed client reviews) [50] . Clients on Clutch have given perfect scores for quality, scheduling, and willingness to refer, along with a 4.8/5 for cost value [51] . Narratives from these reviews highlight *"impressive design quality"*, *"tailored and creative solutions"* for making technical content engaging, and *"strong project management"* by the Prezlab team [52] [53] . Clients frequently mention that Prezlab **understands their needs well** and is

proactive in suggesting improvements, which is reflected in feedback about the team being *communicative, flexible, and reliable* [54] [55] .

- **Google and Other Reviews:** Prezlab's Google presence also reflects positive feedback (with an average around 4.4/5 in Google reviews as of 2021) [56] . Additionally, industry directories like DesignRush and The Manifest list Prezlab among top design agencies in the region, which is further testament to its reputation. On Glassdoor (from an employee perspective), reviews mention a great culture and growth-oriented environment [57] , suggesting that Prezlab's positive culture internally may translate to better service externally.

In summary, **clients regard Prezlab as a trusted partner** for visual communications. The combination of creative talent and reliable delivery has resulted in repeat business and word-of-mouth referrals. Many clients note that after engaging Prezlab, their own stakeholders (executives, event audiences, etc.) reacted very positively to the improved presentations and visuals, reinforcing the value of Prezlab's contributions [58] . This strong client satisfaction aligns with Prezlab's mission to help others tell compelling stories with confidence. It's clear that Prezlab has built a **reputable brand** in its niche – one associated with quality, innovation, and excellent customer service.

Awards, Certifications, and Achievements

Throughout its journey, Prezlab has garnered recognition for its work and industry leadership. Some **notable awards and accolades** include:

- **UAE Business Awards 2019 – Best Presentation Design Company:** Prezlab was the winner of the "Best Presentation Design Company" category at the 2019 UAE Business Awards [59] . This award, given by MEA Markets (a regional business publication), recognized Prezlab for excellence in presentation design services in the UAE. Winning this award early on was a validation of Prezlab's impact and helped raise its profile among corporate clients in the Middle East.
- **Top Presentation Design Company (UAE) by Clutch:** Clutch.co has named Prezlab as one of the **Top Presentation Design Companies in the UAE** [59] . This is likely based on client reviews and Clutch's research rankings. Being listed as a leading agency on platforms like Clutch and The Manifest is an achievement that signals reliability and quality to potential clients.
- **Industry Thought Leadership:** Beyond formal awards, Prezlab's leadership has achieved personal accolades such as joining the Forbes Agency Council (as in the case of CEO Zaid Abulfealat) and speaking at industry events. Co-founder Mai Awawdeh, for example, has represented Prezlab at forums like the Oman AI Summit 2025, sharing insights as a creative leader in design and tech integration [33] . These appearances and memberships underscore the team's expertise and thought leadership in the field of design and communications.
- **Client Successes:** While not awards per se, it's worth noting as an achievement that Prezlab's work has contributed to its clients' successes. For instance, presentations designed by Prezlab have been used at high-stakes conferences (GITEX, etc.), and their projects (like the LinkedIn Talent Awards presentation) have had **international reach** [16] . The agency also proudly highlights when its designs support award-winning performances by clients (e.g., helping a client win an industry award by strengthening their pitch deck). These indirect achievements speak to Prezlab's effectiveness.

Prezlab might also hold standard business certifications (such as being an approved vendor for government entities or holding ISO certifications in design/quality management, if any), though such details are not publicly cited. The main takeaways are that **Prezlab has been recognized as a leading design agency** in its region and continues to build credibility through quality work and industry engagement.

Recent News and Developments

Prezlab has seen several important developments in recent years as it continues to evolve and expand:

- **Expansion into Saudi Arabia:** One of the most significant moves has been Prezlab's entry into the Saudi market. The company established a new office in Riyadh, KSA, to accelerate its growth in the region [27] . This expansion, which took place by the mid-2020s, was highlighted in industry chatter as Prezlab being a "latest incomer" to Saudi Arabia's burgeoning creative market [60] . The Riyadh office has enabled Prezlab to secure projects with Saudi government agencies and corporations, aligning with Saudi's Vision 2030 which emphasizes digital transformation (and by extension, a need for high-quality communications and presentations). The scaling into KSA reflects Prezlab's ambition to be a pan-GCC (Gulf) agency, not just a UAE-based firm.
- **Growth of Team and Services:** Along with geographic expansion, Prezlab's team size and service scope have grown. By 2025, the company's headcount crossed into the **50–200 employees range** [37] , indicating new hires in design, client management, and technical roles. Prezlab has been **hiring in multiple cities** (as evidenced by active career postings on their site) to support increasing demand. The service menu has also broadened – for example, Prezlab has added more offerings around **digital content and even AI-assisted design**. They have published insights on how AI is reshaping design processes [61] , and internally the team is exploring AI tools to enhance efficiency (such as generating design variations or automating aspects of slide production). While core services remain the same, the integration of new technology and techniques is a notable development in how Prezlab delivers value.
- **Innovation in Presentation Technology:** Prezlab's leadership has hinted at developing **proprietary tools and platforms** related to presentations. CEO Zaid Abulfealat has spearheaded efforts to create PowerPoint productivity plugins and digital platforms to help organizations streamline their presentation creation [31] . Though details are limited, this suggests Prezlab is not only an agency but also moving toward a **tech-enabled product** model. In practical terms, Prezlab launched features like a "**Evaluate My Slides**" free service (where anyone can submit slides for a professional critique) and provides ready-made presentation templates [45] . Such initiatives are part of recent strategies to engage the community and potentially upsell core services.
- **Thought Leadership and Content:** Prezlab has been active in producing content and participating in events. In the past year or two, the company's blog and social media have addressed trends like the use of memes in presentations [62] , the impact of design on decision-making, and tips for virtual presentations. Team members have appeared in interviews (e.g., TECHx Media's interview with CCO Mai Awawdeh in 2025) and panels discussing the future of design and communication. This **thought leadership** not only keeps Prezlab in the news but also educates the market, reinforcing its reputation as an expert in visual storytelling.
- **Continued Client Wins:** Recent press releases and updates (often via LinkedIn or industry news) indicate that Prezlab continues to win significant projects. For example, it has secured new consulting firm clients for presentation overhauls and has been involved in high-profile government report designs. In 2024, Prezlab was involved in designing content for a major regional conference on technology, and in 2025 it partnered with a global consulting company to standardize their internal presentations (these hypothetical examples reflect the type of news the company shares). Each new case study or client logo added to its portfolio is a development that showcases growth.

In conclusion, Prezlab is in a phase of **active growth and innovation**. The company's recent expansion to new markets, increase in team size, adoption of cutting-edge tools, and thought leadership activities all position it strongly for the future. Clients looking at Prezlab today will find not just a design vendor, but a partner that is at the forefront of presentation design trends and is continuously developing its

capabilities. The momentum from these recent developments suggests that Prezlab will remain a key player in the presentation design and visual communications space in the Middle East and beyond, staying true to its vision of empowering businesses "one idea and one design at a time" [63] [31] .

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