**Layla Hassan**  
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**Professional Summary**

Innovative and detail-focused **Senior Graphic Designer** with over **10 years of experience** in creative direction, branding, and digital design. Known for turning complex ideas into clean, compelling visuals that strengthen brand identity and drive engagement. Skilled in leading cross-functional design teams, managing full project lifecycles, and ensuring brand consistency across print and digital media.

**Professional Experience**

**Lead Graphic Designer** | *Vision Creative Studio – Abu Dhabi, UAE* | **Mar 2018 – Present**

* Direct creative concepts and brand storytelling for multinational clients in retail, hospitality, and technology.
* Manage a team of designers to deliver cohesive visuals across campaigns, social media, and websites.
* Collaborate with marketing and UX teams to develop designs that improved digital engagement by **30%+**.
* Standardized design templates and brand guides that streamlined project turnaround by **25%**.
* Oversaw rebranding initiatives and corporate identity refreshes for several high-profile UAE brands.

**Graphic Designer** | *DesignHub Agency – Sharjah, UAE* | **Sep 2013 – Feb 2018**

* Produced high-quality marketing materials, advertisements, and event branding across diverse sectors.
* Worked closely with clients and art directors to translate creative briefs into impactful visual assets.
* Helped introduce digital design workflows, enabling faster delivery for social media and e-marketing projects.
* Recognized for delivering consistent creative excellence and maintaining strong client relationships.

**Freelance Designer & Brand Consultant** | *Remote* | **Jan 2012 – Aug 2013**

* Created visual identities, brand kits, and websites for startups in lifestyle, retail, and education industries.
* Delivered complete design solutions from concept to delivery, maintaining brand voice and aesthetics.
* Built long-term partnerships with clients through clear communication and design strategy sessions.

**Education**

**Bachelor of Arts (BA)** in *Graphic Design*  
*Zayed University, Abu Dhabi* | 2009 – 2013

**Skills**

* Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
* Branding & Visual Identity
* UI/UX & Web Design
* Print & Digital Campaign Design
* Typography & Layout
* Creative Direction & Concept Development
* Design Project Leadership

**Certifications**

* Adobe Certified Expert (ACE) – Photoshop & Illustrator
* UX Design Professional Certificate – Google / Coursera
* Advanced Branding Strategy – The Futur

**Languages**

* **Arabic:** Native
* **English:** Fluent