

CREDS DECK

2025

AM

AN INDEPENDENT* DESIGNER SPECIALISING IN BRAND BUILDING + WEBSITE DESIGN

BRAND STRATEGY

NAMING
PURPOSE
VISION
MISSION
VALUES
PERSONALITY
YOUR STORY
TONE OF VOICE
ACTIVATION IDEATION

VISUAL IDENTITY

LOGO/WORDMARK
DESIGN SYSTEMS
TYPOGRAPHY
COLOURS
PHOTOGRAPHY STYLE
ILLUSTRATION
PATTERN
ANIMATION
ICONS
PACKAGING DESIGN
GUIDELINES

DIGITAL

PROTOTYPING + WIRE FRAMING
WEBSITE DESIGN
SOCIAL MEDIA DESIGN SYSTEM / TEMPLATES

I WORK WITH FOUNDERS AT ALL STAGES OF THEIR JOURNEY TO HELP THEM (LAUNCH) THEIR BIG IDEA TO THE WORLD OR TO (REFRESH) AN EXISTING ONE.

*I HAVE A FULL NETWORK OF CREATIVES WHO I LEAN ON FOR SUPPORT FROM TIME TO TIME.

FROM STRATEGISTS TO ANIMATORS AND EVERYONE IN BETWEEN. INDEPENDENT, BUT NOT ALONE.

STUDIO XP

SORT DESIGN (BELFAST)
BOND AGENCY (DUBAI)
NEWFOR (LONDON)
ACID WORKS (DUBAI/SEOUL)
HUNDRED (BELFAST)
OKOKU (DUBAI)
FREEDOM (DUBAI)
DUCKLIFE (DUBAI)

BRAND XP

PADEL PRO (UAE)
GLUG COFFEE (UAE)
TARAF HOLDING (UAE)
CITYSCAPE (MIDDLE EAST)
CLOVER HOSPITALITY (BELFAST)
ADGMO (UAE)
KATARA HOSPITALITY (QATAR)
FLEX EVENTS (LONDON)
SIDEMEN (LONDON)

THE MAJORITY OF EXPERIENCES ON
THIS LIST CAME WHILE EMPLOYED
BY A STUDIO/AGENCY ON A PERMANENT
OR FREELANCE BASIS.

PADEL PRO

Padel Pro approached me in early 2024 with the idea of helping them develop their brand assets and to this date I have been involved in not only their growth across the UAE but also their expansion into Asia too.

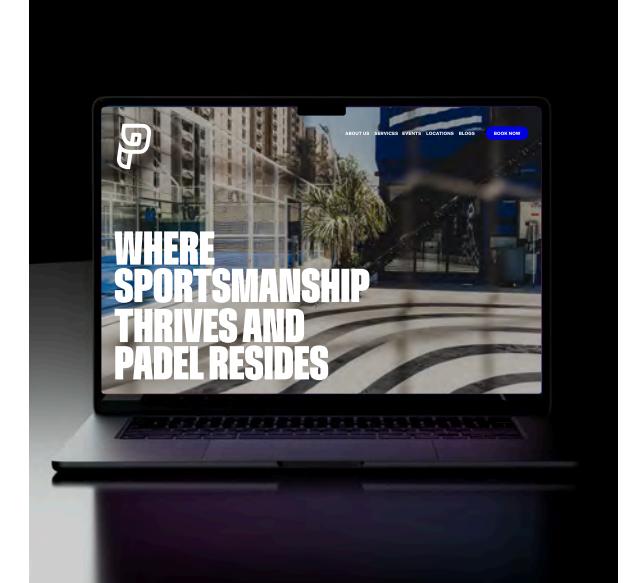
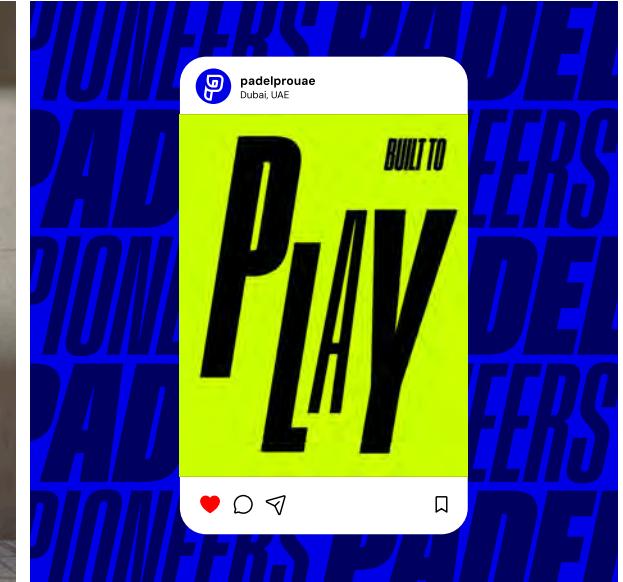
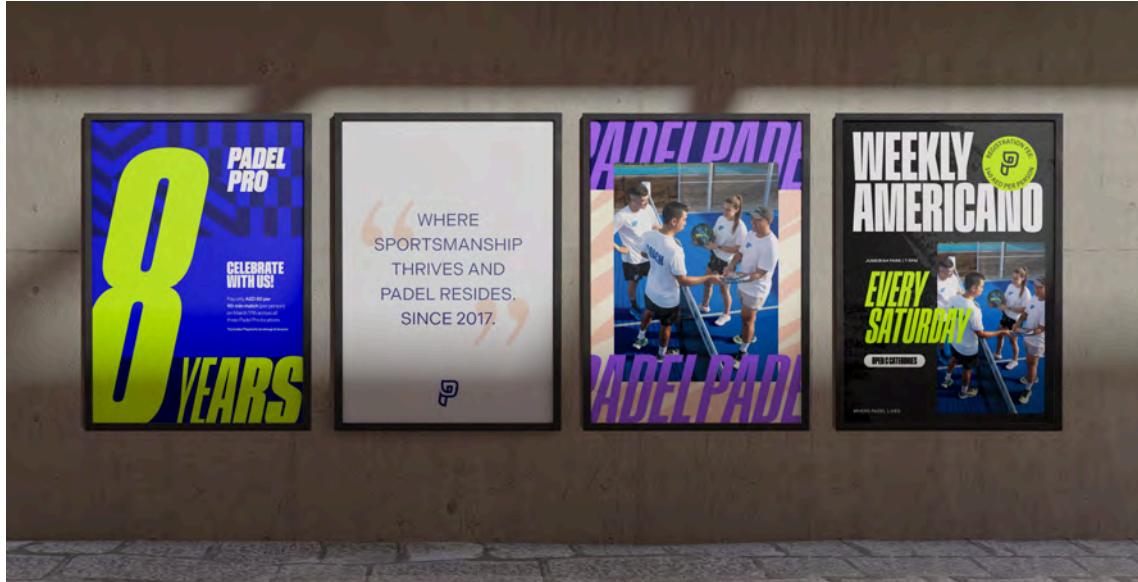
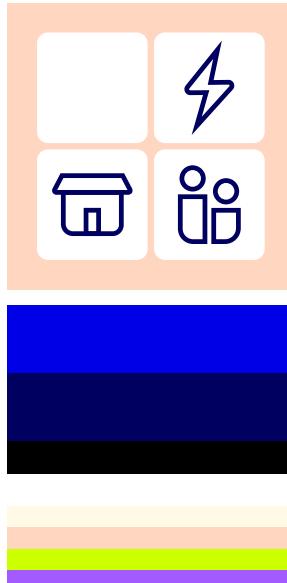
Over the last year and half we have slowly built up a new suite of assets across print & digital as well as giving the brand a modern day uplift.

I WAS RESPONSIBLE FOR:

REFRESHED BRAND IDENTITY
CREATIVE DIRECTION
WEBSITE DESIGN
SOCIAL MEDIA DESIGN SYSTEM
CUSTOM ICONS
APPAREL & EQUIPMENT DESIGN
PRINT & DIGITAL COLLATERAL

COLLABORATORS:

KELI AMPO - ANIMATION



CELLO

Brand identity project completed for Bond Creative Agency and their client Taraf Holding.

The work was for an upcoming residential complex that was launching in Dubai.

Referencing Cello, a musical instrument, the visual identity brings together soft flows, elegant type and clean layouts.

The logo itself was created by using a music sheet as it's grid.

I WAS RESPONSIBLE FOR:

BRAND CONCEPT

CREATIVE DIRECTION

IDEA GENERATION

COLLABORATORS:

KELIAMPY - ANIMATION

Project completed for Bond Creative Agency, Dubai.
Animations done by a Bond employee under my direction.
Please do share beyond this PDF.



AFAR

Concept project for a creative festival imagined in London, focused on driving social change through fashion, music, and arts.

I developed a comprehensive brand identity to capture the festival's mission and energy, exploring visual elements that connect with a diverse and socially conscious audience.

I WAS RESPONSIBLE FOR:

BRAND CONCEPT
CREATIVE DIRECTION
PRINT & DIGITAL COLLATERAL
ANIMATION
WEBSITE DESIGN



(Play) represents my brand identity explorations and not paid work. Please do not share beyond this PDF.

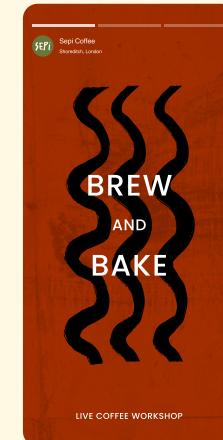
SEPi

Concept project for a boutique coffee shop imagined in the heart of London.

I explored naming, brand identity, website design, social media assets, and print collateral to showcase my approach to building a cohesive brand experience.

I WAS RESPONSIBLE FOR:

BRAND CONCEPT
CREATIVE DIRECTION
PRINT & DIGITAL COLLATERAL
WEBSITE DESIGN



BAPS+WRAPS

Concept project for a pop-up food truck imagined within the creative community at Alserkal Avenue, Dubai.

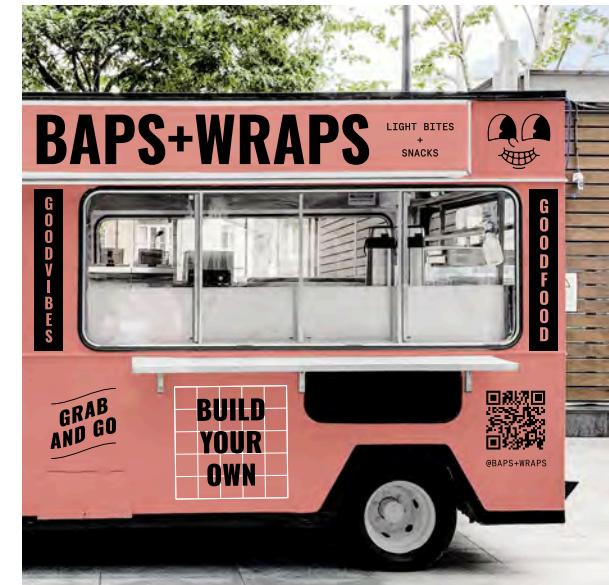
I developed a brand identity that celebrates the quirky sandwiches, artisanal wraps, and the vibrant spirit of collaboration and inspiration among Alserkal Avenue's creative community.

I WAS RESPONSIBLE FOR:

- BRAND CONCEPT
- CREATIVE DIRECTION
- PRINT & DIGITAL COLLATERAL
- WEBSITE DESIGN
- PACKAGING DESIGN



BAPS + WRAPS



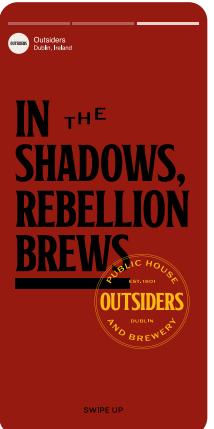
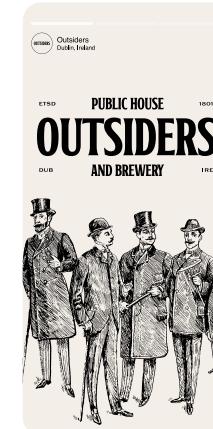
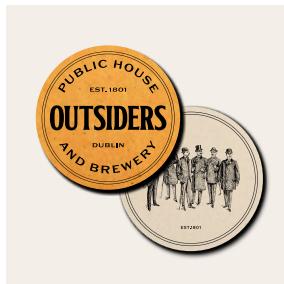
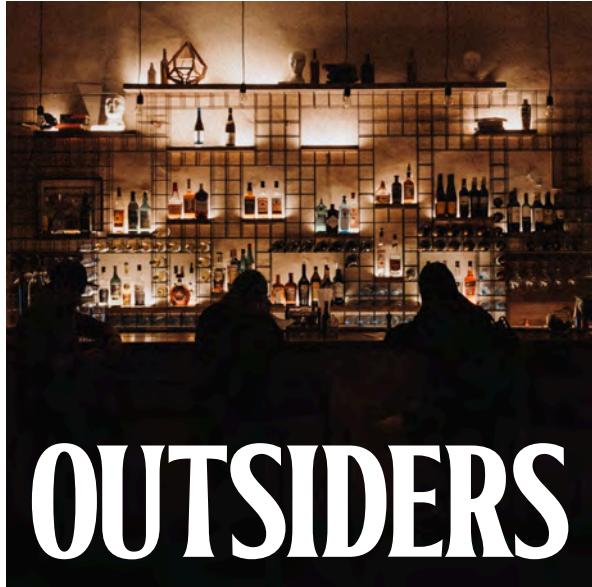
OUTSIDERS

Concept project for a bar nestled in the heart of Dublin, inspired by Irish speakeasy culture during the prohibition era.

I created a brand identity to reflect the bar's welcoming atmosphere, focusing on comfort, camaraderie, and a taste of authentic Irish charm.

I WAS RESPONSIBLE FOR:

- BRAND CONCEPT
- CREATIVE DIRECTION
- PRINT & DIGITAL COLLATERAL
- WEBSITE DESIGN
- PACKAGING DESIGN



PACKAGES & RATES

ALL-IN

FOR FOUNDERS / BUSINESS OWNERS WHO ARE LOOKING TO LAUNCH THEIR BIG IDEA TO THE WORLD.

A VISUAL IDENTITY THAT'S LED BY STRATEGY AND GROUNDED IN YOUR STORY. WE'LL DIG INTO WHAT MAKES YOUR BRAND UNIQUE, THEN TRANSLATE THAT INTO A CONSISTENT LOOK/FEEL ACROSS ALL TOUCHPOINTS. THE END GOAL? A BRAND THAT ACTUALLY CONNECTS WITH PEOPLE AND HELPS YOUR BUSINESS GROW.

WHAT'S INCLUDED:

BRAND STORY
(FIGURING OUT WHO YOU ARE AND WHAT YOU STAND FOR,
CRAFTING A BRAND STORY THAT WILL INFORM THE VISUAL IDENTITY)

STYLE BOARDS
(TO NARROW IN ON THE VISUAL STYLING)

VISUAL IDENTITY DECK
(SHOWCASING THE BRAND LOOK & FEEL)

BRAND GUIDELINES

ROLL-OUT SUPPORT
(ACROSS BOTH DIGITAL & PRINT ASSETS)

QUOTE NEEDED

BRAND REFRESHER

FOR EXISTING BUSINESSES / FOUNDERS WHO ARE INTERESTED IN BOOSTING BRAND AWARENESS AND DRIVING MORE CUSTOM TO THEIR BUSINESS.

THE BRAND REFRESHER IS WHERE I REVIEW YOUR CURRENT ASSETS AND HIGHLIGHT AREAS THAT COULD BE DEVELOPED TO ACHIEVE THE GOALS YOU'RE AFTER.

IT STARTS WITH AN IDEAS DECK, MEANING YOU'RE NOT LOCKED INTO ANYTHING SUBSTANTIAL RIGHT AWAY. IT'S UP TO YOU WHICH IDEAS YOU DECIDE TO IMPLEMENT.

WHAT'S INCLUDED:

BRAND IDEAS DECK
(HIGHLIGHTING AREAS FOR DEVELOPMENT)

BRAND IDENTITY DECK
(A REFRESHED IDENTITY BASED ON THE IDEAS CHOSEN)

BRAND ROLL-OUT
(SUPPORT WITH UPDATING REQUIRED ASSETS)

QUOTE NEEDED

WEBSITE DESIGN

FOR BOTH NEW BUSINESSES AND EXISTING ONES. YOU'LL GET A WEBSITE THAT NOT ONLY LOOKS GOOD BUT FUNCTIONS EXACTLY THE WAY YOU NEED IT TO. WHETHER THAT'S TO SELL PRODUCTS/ SERVICES OR SIMPLY COLLECT EMAIL SIGN-UPS, YOUR WEBSITE WILL BE DESIGNED TO CONVERT.

QUOTE NEEDED

MONTHLY RETAINER

20 DAYS: 28,000 AED

FLAT RATE

ONE-OFF PROJECT

PER HOUR: 250 AED
PER DAY (8 HOURS): 1650 AED

FLAT RATE



THANK YOU

IF YOU'RE INTERESTED IN COLLABORATING OR HAVING A CHIT CHAT,
REACH OUT VIA: HELLO@ARNMCC.XYZ