

SEIF KHALAF AIAD

Creative & Production Executive

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PROFESSIONAL SUMMARY

Creative & Production Executive with over 10 years of experience in large-scale print design, AI-integrated workflows, and high-volume brand execution. Proven track record delivering production-ready visual solutions for multinational brands including Coca-Cola, Vodafone, Orange, Etisalat, Costa Coffee, Sodic, and Toshiba. Skilled at bridging creative concepts with real-world execution through technical precision, workflow automation, and operational leadership. Currently seeking to leverage this expertise within the DOOH/OOH industry to execute scalable, high-visibility outdoor campaigns with efficiency and strategic impact.

CORE COMPETENCIES

+ Large-Format Print Production	+ Brand Execution & Visual Implementation	+ DOOH-Ready Creative Development
+ AI-Integrated Design Workflows	+ Production Automation (Python-Based)	+ Project & Operations Management
+ Vendor & Technical Coordination	+ Workflow Optimization	+ Strategic Brand Partnerships

PROFESSIONAL EXPERIENCE

Co-Founder | Head of Operations & Technology | Kayan Integrated Solutions Jan 2020 – Jan 2026

Led IT operations, digital systems, and cross-functional workflow optimization for a full-service creative production company, overseeing end-to-end delivery of large-scale brand campaigns.

Responsibilities

- Directed IT infrastructure and digital systems supporting high-volume production pipelines.
- Integrated AI tools and automation systems to enhance design output quality and operational efficiency.
- Managed large-scale production projects from brief to final delivery for multinational brands.
- Coordinated between creative, technical, and production teams to ensure precision execution.

Key Achievements

- Developed scalable production systems capable of handling high-volume international orders.
- **Coca-Cola, Orange, Vodafone, Etisalat e&, Costa Coffee, Sodic, and Toshiba.** Successfully delivered campaigns for key clients:

Senior Graphic Designer | Freelance Jan 2016 – Present

Developed comprehensive branding materials, technically optimized large-format designs, and managed international client communications across multiple markets.

Responsibilities

- Developed branding materials and large-format-ready designs for diverse international clients.
- Created technically optimized designs for textile and print production at scale.
- Built Python automation scripts to streamline repetitive production tasks and reduce errors.
- Integrated AI generative tools to enhance creative output and reduce turnaround time.
- Managed international client communication and maintained global production delivery standards.

Key Achievements

- Delivered over 150,000 production-ready design assets across multiple industries.

- **Turkey, Poland, USA, Netherlands, UK, Morocco, and Sudan.** Expanded business reach to 7 international markets:
- Designed a high-demand product pattern that exceeded 2,000 production copies.

TECHNICAL SKILLS

Design & Motion	Adobe Photoshop, Adobe Illustrator, After Effects, Premiere Pro, Adobe Audition
3D & Simulation	Marvelous Designer, CLO 3D, Blender
Programming	Python (GUI Dev, Automation, Bot Development), FFmpeg, Script-to-Executable Deployment, n8n, Make (Integromat)
AI — Text	GPT, Gemini, Claude, DeepSeek, Qwen
AI — Image	ImgFX, Leonardo AI, Pikat AI, LTX, Meta AI, Grok
AI — Video	Veo, Sora, LTX, Meta AI, Freepik AI, Higgsfield
AI — Voice	ElevenLabs, Fish Audio
Systems	Windows, macOS, Linux

EDUCATION

Bachelor of Laws (LL.B.) — Faculty of Law, Ain Shams University 2014 – 2018

Strong foundation in contracts, negotiation, and regulatory frameworks — directly applicable to business operations and brand partnership agreements.

ADDITIONAL EXPERIENCE

Fundraising Volunteer | Our Vision CU Sep 2016 – Jun 2017

- Secured sponsorships and built corporate partnerships to support organizational programs.
- Developed professional proposals and sponsor presentations.

Entrepreneurship Specialist (Marketing & HR) | X Volunteer Sep 2015 – Jun 2017

- Supported startup growth through marketing execution and HR coordination.
- Facilitated workshops and business development initiatives.

LANGUAGES

English: B2 Upper-Intermediate