



FATHI GHABBASH

Senior Brand Designer & Visual Strategist

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EXECUTIVE SUMMARY

Senior Brand Designer & Visual Strategist with 10+ years building scalable brand systems for governments, luxury brands, and premium corporates across the GCC, Europe, and North America.

Key Deliverables:

- +40% e-commerce conversion for a luxury fashion house through brand and UX restructuring
- Bilingual ministerial-grade publications for King Saud University, Arabic & English
- End-to-end brand ecosystems for Faris Jewelry across 5 branches with sustained visual consistency
- 500+ projects. 300+ five-star reviews. 4 continents. One standard: execution clarity.

CORE EXPERTISE

- **Strategic Branding:** Institutional Identity, Corporate Profiles & Brand Positioning.
- **Digital Architecture:** Conversion-Oriented UI/UX Design & Advanced SEO Systems.
- **AI Integration:** Generative Workflows (Magnific / Adobe Firefly) for Visual Systems.
- **Visual Communication:** Brand Systems, Typography & Strategic Design Solutions.
- **Social & Campaign Design:** Social Media, Motion Graphics & Campaign Assets.
- **Content Creation & Storytelling:** Bilingual Institutional Multi-Platform Campaigns.

EXPERIENCE

■ Senior Brand Designer & Visual Strategist | Vianto Design (Independent Consultancy) *Jan 2012 – Present | UAE & International*

- Designing scalable brand systems for governments, luxury brands, and premium corporates across the GCC, Europe, and North America.
- Engineered AI visual and video pipelines using Magnific AI (Agent + Space) and Higgsfield (HF supercomputer), delivering ultra-high-fidelity brand imagery, campaign films, and automated asset variation at production scale.
- Delivered +40% e-commerce conversion for a luxury fashion house through full brand and UX restructuring.
- Developed bilingual ministerial-grade publications for King Saud University - Arabic & English.
- Built end-to-end brand ecosystems for Faris Jewelry across 5 branches in Saudi Arabia with sustained visual consistency over 2 years.
- Grew a luxury brand's Instagram from 2,000 to 12,000+ targeted followers in 14 months.
- 500+ projects. 300+ five-star reviews. Four continents. One standard.

- Sectors: Luxury & Jewelry - Government & Institutional - Hospitality - Engineering & Infrastructure Real Estate & Property Development - Digital & UI/UX.
- Brand Management & Corporate Communications: Internal/External Campaigns, Presentation Design & Stakeholder Communications.
- Produced social media content, motion graphics, and AI-generated video campaigns for luxury and lifestyle brands across Instagram, LinkedIn, and digital platforms.

CONSULTING PROJECTS

■ Academic & Medical Sector

- **King Saud University (KSA):** Directed the design and structural layout of high-level annual reports and professional corporate profiles. Focused on translating complex institutional data into clean, authoritative visual narratives that reflect the university's academic prestige.
- **Bhaktapur International Hospital (Nepal):** Developed a comprehensive visual identity system and marketing collateral. The project aimed to establish a modern, trust-based medical brand through strategic typography and a patient-centric visual approach.

■ FinTech Sector

- **Seeds for Resilience (Netherlands):** Engineered the visual identity system and strategic brand narrative for an international sustainability and environmental development entity. The design focused on translating complex ecological data into a modern, trust-based global brand.

■ Luxury Sector

- **Faris Jewelry & Infinite Creativity 360 (KSA):** Orchestrated a complete luxury brand transformation. This included logo design, brand manuals, and digital banners designed to position these brands within the premium GCC gold and jewelry market.
- **Ardh Al-Dhahab & Soug Golden (KSA):** Specialized in creating "Visual Prestige" for high-end jewelry establishments, ensuring every touchpoint from logos to stickers reflects luxury and craftsmanship.

■ Hospitality, Logistics & Construction

- **Future Ideas Investment (KSA) | Hospitality & Hotels:** Strategic branding & corporate profiles for hotel operations, focused on service excellence and scalability.
- **Left Hub (KSA) | Engineering & Construction:** Institutional brand identity & technical profiles for government-facing engineering stakeholders.
- **First Guard Security (KSA):** High-authority visual identity & corporate branding focused on trust, discipline & operational strength.

■ Digital Transformation & Web Strategy

- **Alaiban Tourism (UK):** Engineered the full website architecture (UI/UX), visual identity, and social media strategy for a premium tourism brand in Edinburgh.
- **Blue Dean Designs (USA):** Executed a 360° digital strategy, featuring bespoke web design, SEO, and Google Site Kit integration for a specialized graphic design studio.

QUALIFICATIONS

- **California Institute of the Arts:** Triple Specialization in Graphic Design, UI/UX Strategy, and Web Design (Strategy to High-Fidelity Prototyping).
- **Museum of Modern Art:** Specialization in Modern & Contemporary Art, Art Theory, Fashion as Design, and Visual Culture.
- **Adobe Certified Professional:** Specializations in Generative AI, Graphic Design (Design that Demands Attention), and Social/Multimedia Content Creation. Expert in Firefly Integration and Creative Content Systems.
- **University of Colorado Boulder:** Specialization in Graphic Design Foundations, Typography, Color Theory & Visual Hierarchy.
- **Michigan State University:** Advanced coursework in Infographics Design and Professional Photography.
- **Professional Development Courses:**

Northwestern University: What is Social? - Deep Teaching Solutions: Learning How to Learn. - Google: Cloud Gmail Productivity Program.

TECHNICAL STACK

- **Adobe Creative Suite:** Mastered industry-standard applications including Illustrator, Photoshop, InDesign, Premiere Pro, and Audition to deliver high-fidelity layouts, premium vector assets, and institutional branding tools.
- **Advanced AI Workflows:** Integrated leading-edge systems including Magnific AI (Agent + Space), Seedance, Midjourney, Adobe Firefly, Flux, Higgsfield (HF supercomputer), GPT-5, Gemini, and Claude AI to optimize asset production and visual variations. Engineered AI video workflows using Higgsfield, Runway, Kling, and Seedance 2.0 with Adobe Premiere Pro, delivering high-fidelity brand films and campaigns at production scale.
- **Data & Corporate Strategy:** Structured elite business profiles, financial tracking models, and executive annual reports via MS Office Suite, transforming complex operational data into easily scannable matrices.
- **Web Architecture & SEO:** Built advanced responsive websites using WordPress and Elementor Pro, while fully integrating custom technical SEO frameworks, core web vitals optimization, and tracking analytics.

LANGUAGES

- **English:** C2 Proficient - EF SET Certified 74/100 (Nov 2025) | Advanced Academic Background in English/Arabic Translation & IELTS Preparation (UC Irvine) | Write Professional Emails in English - Georgia Institute of Technology (May 2020).
- **Arabic:** Native (Mother Tongue), Expert in Arabic Typography and Cultural Branding Strategy.
- **Turkish & Spanish:** Elementary Proficiency (Basic Communication & Cultural Fundamentals).