

SAAD SIPRA

SENIOR GRAPHIC DESIGNER | BRAND IDENTITY & INTEGRATED CAMPAIGNS

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 16+ years of experience delivering brand identity, integrated campaigns, print, digital and retail creative work across Saudi Arabia. Led the complete creative function for a 20+ location retail brand for eight years and currently delivers production-ready campaign, event, OOH, corporate and spatial assets for major Saudi organizations. Combines concept development, brand governance and hands-on production with strong stakeholder, developer and vendor collaboration.

16+ YEARS EXPERIENCE | 20+ RETAIL LOCATIONS | 140+ OOH & EVENT DESIGNS | 800+ UI SCREENS

CORE EXPERTISE

Brand & Campaign: Brand identity systems, brand guidelines, integrated campaigns, concept development, corporate communications, packaging, social and digital content

Retail & Production: Visual merchandising, POS, OOH, large-format, exhibitions, event branding, press-ready artwork, vendor coordination and quality control

Digital & Spatial: UI design, responsive web design, mobile app interfaces, prototypes, design-to-development handoff and SketchUp exhibition concepts

Tools: Adobe Illustrator, Photoshop, InDesign, After Effects and XD; Figma; SketchUp

PROFESSIONAL EXPERIENCE

Art Space Agency, Jeddah | Freelance 2D/3D Designer

Jun 2024 – Present

- Deliver end-to-end 2D and 3D creative work for campaign, event and hoarding programs serving major Saudi clients including Kinan, Xenel and Bahri Integrated Logistics.
- Produced 140+ production-ready hoarding and event-branding designs, adapting artwork across formats while maintaining brand standards and technical accuracy.
- Create logos, visual identity materials, company profiles, brochures, presentations, banners, multimedia content, awards and national-event assets.
- Develop exhibition stands and spatial concepts in SketchUp and prepare clear production handoffs for vendors.

Richard Attias & Associates | Freelance 2D Designer – FI19 Project

Oct 2025 | 3-week contract

- Selected for a fast-paced Future Investment Initiative FI19 engagement, delivering venue-wide visual assets for signage, screens, backdrops, booths and meeting rooms.
- Maintained brand consistency across print and digital formats and supplied production-ready files under live-event deadlines.

Whites & Kunooz Pharmacy | Senior Graphic Designer – Sole Creative Lead

Mar 2016 – Mar 2024

- Owned the complete creative function for eight years across 20+ retail locations, delivering 100+ brand-consistent assets annually for campaigns, promotions and store operations.
- Developed and maintained brand guidelines across print, packaging, in-store graphics, social media, digital advertising and new-store opening kits.
- Managed 5+ concurrent projects while coordinating marketing teams, print suppliers and production vendors from briefing through final quality control.
- Created POS materials, brochures, posters, flyers, packaging and product-marketing visuals for the retail pharmacy and beauty sector.
- Improved product photography, image retouching and video assets and responded quickly to leadership feedback and changing campaign priorities.

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PROFESSIONAL EXPERIENCE – CONTINUED

Directooo | Freelance UI/UX Designer

May 2018 – May 2021

- Designed 800+ Figma screens for a large-scale iOS application, covering navigation flows, forms, widgets, interface states and reusable visual patterns.
- Collaborated closely with iOS developers, resolving implementation questions and maintaining design consistency through delivery.

Dar Al Tujar | UI/UX & Graphic Designer

May 2014 – Mar 2016

- Designed iOS interfaces, responsive websites, restaurant menus and print materials and worked closely with developers to support accurate implementation.

Impact BBDO & M&M 360 | Senior Graphic Designer

Feb 2013 – May 2014

- Delivered integrated campaigns, digital advertising, social content, identities and client presentation mockups for international brand portfolios in fast-paced agency environments.

EARLIER EXPERIENCE

MPR Communication – Print, digital and event campaign production | Fikr Creative – Catalogue redesign and print production

Amaken – UI/UX for a business-guide application, including wireframes, prototypes and site maps | E Web Craft – Interactive websites, digital presentations and corporate communications

EDUCATION

Diploma in Graphic Design, Animation & Web Design

Quaid-E-Azam Institute of Computer Sciences

Diploma of Commerce (D.Com) – Allama Iqbal Commercial College

LANGUAGES

English: Professional | Urdu: Native | Arabic: Conversational

PROFESSIONAL VALUE

End-to-end creative ownership | Brand consistency across channels and locations | Production-ready delivery | Saudi-market experience | Cross-functional collaboration | Deadline-driven execution