Nizamuddin Ismail

Senior Graphic Designer / Art Director

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Dubai-based designer with skills in art, print, code and motion. Art-directed and build HTML5 banner campaigns, CRM emailers and social content at scale, taking ideas from concept through to production-ready execution within 360° campaigns. Delivered work for Dubai Tourism, HSBC, BMW and Alshaya (AURA), and I thrive in fast-paced Agile environments as a reliable problem-solver who keeps quality high and deadlines intact.

Core Skills

Art Direction, Campaign Concept, UI/UX Design, Motion Graphics, Social Media Content, Visual, Brand and Presentation Design.

Tools

Design / productivity: Adobe Photoshop, Illustrator, InDesign, After Effects, Final Cut Pro, Affinity, Figma, Cinema 4D, Google Web Designer, Microsoft Word, Excel, PowerPoint, Keynote, Lottie

Code: HTML/CSS3, JavaScript, Python

Web banners: Google Display & Video 360, Rich media / Generic

AI: Claude, ChatGPT, Gemini, Veo, Kling, Adobe Firefly; comfortable with AI-assisted workflows.

Experience

Senior Designer, Digital, Motion and Art Direction
VML (WPP, formerly Wunderman Thompson)
Dubai Media City, UAE
2018 – 2026

- **HTML5 banner campaigns** for Dubai Tourism, HSBC and other regional and global brands, as art director, designer or animator depending on the project
- Developed and made usable components for Alshaya AURA **CRM emailers**, HTML/CSS build and QA
- Revamped **presentations** into structured, visually engaging decks
- Planned and managed **monthly social content calendars** across multiple brand accounts at the same time
- Produced rapid-turnaround executive and client presentation decks within tight Agile sprint timelines
- Created **motion graphics** and animated assets for digital and social campaigns

Freelance (DMC-licensed)
Dubai Media City, UAE
2017 – 2018

- Delivered various UI design and motion graphics projects as a Dubai Media City licensed freelancer

UI Designer
Serviceplan Middle East
Dubai Media City, UAE
2014 – 2017

- Designed UI for web and mobile projects at Europe's largest independent agency network
- Worked with UX leads on wireframes, prototypes and interactive concepts

Experience [continued]

UI / UX Designer
Thampy Digital
Dubai, UAE

2013 – 2014

- Designed digital assets and interactive UI concepts for a diverse client portfolio

Graphic / Digital Designer
Axis Integrated FZ LLC
Dubai Media City, UAE

2008 – 2013

- Delivered graphic design across print, digital and out-of-home (OOH) for a broad client base

Graphic Designer
Magnum Advertising
Dubai Media City, UAE

2007 – 2008

- Built foundations in print and brand design in a fast-paced agency environment

Selected clients / brands

Dubai Tourism, HSBC, BMW Group, Alshaya (AURA), L'Oréal, ADCB, Unilever, Nestlé NIDO, Danone Aptamil, Haleon (Panadol, Otrivin, Parodontax), LG, Tefal, Moulinex, Dabur, Nokia, Heinz, Yardley, Majid Al Futtaim (MAF) and others.

Certifications

Designing User Interfaces and Experiences (UI/UX)
IBM, Coursera

DoubleClick Studio (QA account holder)
Google

Education

BSc Visual Communication
Annamalai University

Diploma in Teacher Education
DTERT

Personal

Languages [read, write, type, speak]
English [r w t s], Urdu / Hindi [r w t s], Tamil [r w t s], Arabic [r w t]

Nationality / Gender / Marital status / Visa status
Indian, Male, Married, Employment

