SYEDA YASOOB FATIMA

Design Management | Brand Identity | Design Research

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MA Design Management candidate at SCAD (4.0 GPA, scholarship recipient) with 7+ years in brand identity, social content, and campaign design across the U.A.E., Saudi Arabia, and Canada. I pair hands-on design leadership (supervising designers, running client meetings, directing shoots) with research training (Lextant-certified) to turn insight into clear, buildable design.

WORK EXPERIENCE

Freelance Visual Designer | 12/2025 – Present

- Designed visual identities for AI startups Verbatim (Mar 2026) and Raasikh (Dec 2025 – Jan 2026); in progress: Praxis AI and a GTA banquet hall rebrand.

Graphic Designer & Illustrator – Blue Hat | 02/2024 – 03/2025

Riyadh, K.S.A

- Led end-to-end creative production for hospitality, retail, and F&B clients across social platforms.
- Supervised junior designers, conducted client meetings, and directed on-site photo and video shoots.
- Grew engagement and followers 2–7% through design-led content strategy on Instagram, TikTok, and LinkedIn, with quality control across all deliverables.
- Main designer and client owner for The Valley Resort; partnered with a social media executive on brand, social, and newsletter redesign. The resort reached sold-out booking periods not seen in prior years and was featured in TimeOut.

Freelance Visual Designer – Winfluencer | 01/2023 – 06/2023

Riyadh, K.S.A

- Designed brand identity and logo, extending visuals across social media for cohesive branding.

Graphic Designer & Illustrator – Sheraa | 12/2021 – 05/2022

Sharjah, U.A.E

- Produced social content, animations, and video that boosted engagement by 30%.
- Managed branding, gifting collateral, and venue branding for events and sponsors.

Graphic Designer – Al Insaf Meat Processing Industry | 2019 – 2022

Ajman, U.A.E (full-time 08/2019 – 02/2021; freelance 07/2022 – 12/2022)

- Designed packaging end-to-end; consistent brand execution drove a 5% sales increase.
- Established consistent typography across branded product labels.

Earlier Experience | 2018 – 2021

- Desi Tonight, Dubai (2020): ran a 3-session Brand DNA workshop aligning three restaurant owners, then delivered the rebrand and a custom mural.
- ITP Media Group, Dubai (2018): design intern, then junior graphic designer on editorial, animation, and illustration.

CERTIFICATIONS

- **University of the Arts London:** Creative Direction short course
- **McKinsey & Company:** McKinsey Forward Program
- **Lextant:** Design Research & Insight Translation™
- **Stukent:** Financial Accounting Simternships™

EDUCATION

Savannah College of Art and Design (SCAD)
MA, Design Management (Remote)
GPA 4.0 · Expected Spring 2027
SCAD Scholarship recipient

Coursework: Idea Visualization, Methods of Contextual Research, Finance & Accounting in Creative Industries

University of Sharjah, U.A.E
BA, Graphic Design & Multimedia, with Honors (92.45%)
2015 – 2019
Performance-based scholarship, 3 consecutive years

SELECTED PROJECTS

Reimagining Economy Class Seat Space | 2026

SDES 711 Methods of Contextual Research, SCAD
Team of 3

- Led a design research magazine on the economy-class experience; turned primary and secondary research into a framework of movement, rest, and trust, shaped the magazine's structure and design, and used AI to test future seat concepts.

Making Spotify's Hidden Attention Mechanism Visible | 2026

DMGT 706 Idea Visualization, SCAD · Project lead

- Led a team project end to end: researched Spotify, applied research frameworks and concept maps to find insights, then designed the data-story poster, video, and deck on how its algorithm concentrates attention.

Educating Youth on Pollinator Extinction

The Sixth Wave · Graduation Project
University of Sharjah

- Led brand strategy and design for a youth awareness brand on pollinator extinction, delivering 8 connected pieces, from identity and website to stickers and seed packets.

SKILLS

Design Management: Team supervision, client management, brand strategy, visual identity, motion

Research: Design research, insight translation, data storytelling

Business: Financial statement analysis, accounting basics

Tools: Adobe Creative Suite, Figma, MS Office

AI Acumen: AI-assisted design (Midjourney, Nano Banana, DALL-E); concept development (ChatGPT, Gemini)