

Sara Shakil

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About Me

I am a **Senior Graphic Designer** at **Lion Creative Agency**, Dubai, UAE, with **5 years of experience**, a quiet thinker with big ideas who loves **simplicity with greater impact**. I combine **conceptual thinking with hands-on execution**, from brand strategy and visual systems to packaging and pitch development. The best ideas are the ones where your gut says, "I think it happened before," but it hasn't.

Key Competence

Brand Identity Systems | Visual Storytelling | Social Content | Campaign Development | 360-Degree Marketing Campaigns | 360-Degree Media | Art Direction | Typography | Graphics | Pitch Deck Design | Packaging Design | AI-Enhanced Creative | Concept Development | Brand Strategy | Team Management

Tools: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Figma, Keynote, CapCut, PowerPoint. **AI:** Midjourney, Adobe Firefly, Higgsfield, Flow, Nano Banana, Runway, Kling, ChatGPT, Claude.

Professional Experience

Lion Creative Agency - Dubai, UAE — **October 2024 - Present**
Senior Graphic Designer

- Led **20+ integrated brand campaigns** from concept to execution, spanning product launches, brand identities, OOH, digital and AI-driven film production.
- Spearheaded the **Volvo** re-introduction campaign in Saudi Arabia, directed the **Lattafa Waha** perfume launch campaign, delivered full OOH and digital creatives for **DET** events, and independently led full brand development for the **Tariq Al Futtaim** Development launch.
- Directed the **AI-driven film for Petromin's 25th Anniversary Campaign**, winning **6 Smarties MENA Awards**.
- **Managed and mentored a team of 4 junior designers**, overseeing quality, timelines and creative output across concurrent client projects.
- Drove pitch and presentation design for well-known businesses like **Virgin, Tariq Al Futtaim, Volvo, Zain Tech, FAB, GITEX** and more.

Ecomm Goat - Sydney, Australia (Remote) — **August 2021 - October 2024**
Brand Designer

- Designed brand identities, packaging and social media assets for **100+ Amazon-focused startups**, supporting entrepreneurs building e-commerce stores from the ground up.
- Helped **over 70% of brands** achieve measurable improvements in sales performance and market presence through cohesive, conversion-focused visual design.
- Delivered consistent visual storytelling across digital and print platforms, building customer trust and brand equity for early-stage businesses.

Note: Freelancing since 2018

Awards & Recognition

- **Campaign Middle East - Creative Faces to Watch 2026:** selected as a high-potential creative leader shaping the future of advertising in the MENA region.
- **Smarties MENA - 6 Awards (2024):** Petromin 25th Anniversary AI Campaign, including AI-Driven Creative Excellence, Small Budget Big Impact (x2) and Best Performing Campaign.
- **Smarties KSA - Award Winner (2024):** recognised for Petromin campaign performance in the Saudi Arabia market.
- **D&AD New Blood - Portfolio Winner (2026).**

Education & Languages

Bahria College - Islamabad, Pakistan — **2015 - 2017**
Major: Computer Sciences

Languages: English - Fluent | Urdu - Native | Arabic - Professional Working Proficiency