

SONDOS SAUD

Senior Graphic Designer | Brand Identity & Social Media Design

Riyadh, Saudi Arabia | +966 58 334 0420 | s.bsaoud@gmail.com | LinkedIn: Sondos Saoud | Behance: sbsaoudb0ee

PROFESSIONAL SUMMARY

Senior Graphic Designer with 7+ years building brand identities and social-first creative for consumer, F&B, beauty, and retail clients across the GCC. Known for taking a brand from a blank page to a full visual system — logo, guidelines, social templates, and campaign assets — and keeping it consistent across every channel. **Managed 10+ client accounts simultaneously at peak while producing 40+ social assets a month**, with recent in-house work spanning branding, presentation design, and marketing collateral for a multi-brand holding company.

CORE SKILLS

Design & Tools: Adobe Photoshop, Illustrator, InDesign, After Effects (motion), Figma, PowerPoint, Word

Brand & Creative: Brand Identity & Logo Design, Typography & Layout, Motion Graphics, Campaign Concept Development, Print & Marketing Collateral, Presentation Design

Production & Client Management: Social Media Content Design, Multi-Brand Account Management, Client Presentations, End-to-End Creative Production

PROFESSIONAL EXPERIENCE

Senior Graphic Designer & Marketing Associate — Care Holding Company

Aug 2021 – Present

Riyadh, Saudi Arabia

- Lead social media content creation and design layout across the company's brand portfolio, producing posts, reels, and stories for 10+ brands, publishing roughly 40+ assets per month.
- Design presentation layouts for internal reporting and client-facing pitches, supporting 5+ pitches/decks per quarter.
- Own branding and marketing deliverables end-to-end — logo design, stationery, corporate profiles, and website visual assets — for 15+ brand launches or refreshes to date.
- Serve as key liaison between marketing and design functions, translating campaign objectives into visual systems and keeping brand standards consistent across digital, print, and presentation touchpoints.

Graphic Designer — Senyar Group

Feb 2019 – Feb 2021

- Designed social media content and motion graphics for a portfolio of 10+ client brands, including Pizza Hut, AlRifai, Shrimpy, Make Meaning, AlFares Jewellery, Infinity, Maize, Cozmo, Ali AlGhanim, and Knet.
- Managed 5-10 concurrent client accounts, adapting visual style and tone to each brand's identity and audience.
- Produced motion graphics content that expanded campaign reach across social platforms, supporting an estimated 10+ campaign launches.

Graphic Designer — Belmakhba

Jul 2018 – Jan 2019

- Designed social media campaigns for 5+ client brands from concept through final creative assets.
- Created logos and full visual identities for new and existing clients, delivering 5+ identity projects.
- Designed brochures, promotional materials, and print collateral supporting client marketing calendars.
- Produced Instagram content and promotional graphics on a recurring content calendar.

Freelance Graphic Designer — Self-Employed

2018 – Present

Selected clients: Rise Advisory, Tatayab, Hanan Dashti Cosmetics, Dasman Restaurant, Balance Kitchen, Anasa for Children, CityGroup, Diva & Daya Lenses (KSA)

- Deliver end-to-end social media management and design services across F&B, beauty, and retail sectors for 3-6 active clients.
- Provide full-cycle creative support — content planning, concept development, final execution — tailored to each client's brand identity and marketing calendar.

EDUCATION

Bachelor's Degree in Graphic Design

American University of Kuwait — June 2018

LANGUAGES

Arabic (Native) • English (Fluent)

REFERENCES

Hytham Abdulhameed — Group Manager, Care Holding Co. | Phone: +965 9697 2225

Rita Merheb — Professor, Graphic Design, American University of Kuwait | Phone: +965 9771 7723