

## Contact

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(LinkedIn)

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(Portfolio)

## Top Skills

Web Design

Apparel

Fashion Design

## Languages

English (Native or Bilingual)

Hindi (Native or Bilingual)

# Savio Fernandes

Senior Graphic Designer | Dubai | 12+ Years Driving Brand Growth  
Through Powerful Visual Storytelling Across Digital, Print & Social  
Dubai, United Arab Emirates

## Summary

Design, to me, is storytelling through visuals. I've spent over a decade helping brands communicate their story, crafting experiences that engage audiences and drive measurable impact. From branding and campaigns to digital, print, and social experiences, I combine creativity, strategy, and attention to detail to deliver work that resonates.

I've had the privilege of working with leading global brands and mentoring emerging designers along the way, balancing hands-on design with leadership and collaboration. My goal is always the same: to create intuitive, inspiring, and impactful designs that meet client needs while leaving a lasting impression.

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## Experience

### Glimpse Digital Agency

Senior Graphic Designer

February 2021 - Present (5 years 4 months)

Dubai, United Arab Emirates

Developed and executed creative concepts and campaign visuals for social media, web, and product graphics, collaborating closely with marketing and content teams to deliver visually compelling, brand-consistent assets that drive engagement, strengthen audience connection, enhance market presence, and achieve business results across multiple platforms.

Worked with global and regional brands including Hyundai, Genesis, Indian Motorcycles, Polaris, SK ZIC Lubricants, Gargash Motors & General Trading LLC, United Foods Company brands (Aseel, Nawar, Safi, Mumtaz, SuperSun, Mabrook), Revlon, Toblerone, Sriracha (Flying Goose), Grand Mills, Bambini, Oreo and Cadbury

Created campaign visuals, digital assets, and brand materials across multiple platforms while maintaining brand consistency

Contributed to the successful execution of high-visibility campaigns that strengthened market presence and audience connection

#### Key Project Highlight

Contributed creative concepts and social media assets to the Hyundai KSA Women's Drive Campaign, supporting strong audience engagement and contributing to company recognition and regional award achievement

#### Freelance

##### Design Consultant

July 2020 - January 2021 (7 months)

Dubai, United Arab Emirates

Provided freelance graphic design services across multiple industries during the COVID-19 pandemic

Developed and executed creative projects including storyboards, brand identities, and full-scale marketing campaigns

Collaborated directly with clients to understand business objectives and translate them into effective design strategies

Delivered innovative visual solutions that increased audience engagement and supported marketing and communication goals

Managed multiple projects independently while meeting tight deadlines and maintaining high-quality design standards

Worked with organizations including Hamdan Bin Mohammed Smart University (HBMSU), Star Cinemas, and other regional clients

#### Key Project Highlight

Successfully completed a series of high-impact marketing campaigns for multiple clients during the COVID-19 pandemic, helping businesses maintain visibility, engagement, and revenue during a challenging and rapidly changing market

#### Novo Cinemas / Gulf Film LLC

## Senior Graphic Designer

August 2015 - June 2020 (4 years 11 months)

Dubai

Led the design and execution of marketing collateral for multi-channel campaigns, including social media, web, digital ads, in-cinema displays, product promotions, and OOH advertising. Conceptualized and created original regional theatrical key art, movie posters, and promotional materials for film releases across the Gulf region.

Pioneered a new kids' cinema segment, designing engaging experiences that boosted foot traffic, grew the family audience, and strengthened brand loyalty. Produced cross-platform content, including social media campaigns, websites, in-cinema guides, and food & beverage menus, ensuring consistent brand identity across all channels.

Collaborated on campaigns for major global studios and distributors such as Disney (Marvel, Pixar), Walt Disney Studios, Warner Bros., Universal Pictures, Paramount Pictures, IMAX, MX4D, Lionsgate, MGM Studios, EuropaCorp, StudioCanal, Lucasfilm, Italia Films, Eagle Films, STXfilms, Phars Film, and Yash Raj Films.

Partnered with consumer brands and FMCG companies including Coca-Cola, Krispy Kreme, Häagen-Dazs, and Mashreq Bank to deliver integrated marketing initiatives. Leveraged Adobe Creative Suite apps and creative strategy to produce high-impact, results-driven marketing materials that supported regional film launches and campaigns.

### Key Project Highlight

Developed a new kids' cinema niche, designing innovative experiences that attracted a loyal family audience, significantly increased foot traffic, and broadened Novo Cinemas' customer demographic

## Radius Advertising LLC

Head of Production Department

February 2011 - June 2015 (4 years 5 months)

Sharjah

Led the creative and production of major UAE business and industry directories—including the UAE Contractors Association, Ajman, and Fujairah

directories—from concept to final print, and played a key role in developing their online digital versions.

Managed design, layout, content coordination, and production to deliver polished, industry-standard directories.

Worked closely with association leadership, government entities, contractors, developers, suppliers, and local businesses to ensure accuracy, relevance, and strong visual presentation.

Delivered high-impact reference resources that support networking, partnerships, and business growth across the UAE.

Key Achievement:

Successfully produced multiple flagship directories recognized as essential industry and regional references.

Al Murad Group (Hawk Media LLC)

Senior Graphic Designer

May 2005 - January 2011 (5 years 9 months)

Dubai

Led design and execution of major projects, including Ras Al Khaimah's first-ever Tourist Map, creating a comprehensive and accessible guide for visitors

Managed design of high-profile directory publications, including Hawk Pages, Dubai Media City Directory, Product Finder/Brand Locator, TECOM Food and Dining Guide, Ajman Directory, and Dubai Property Guide

Oversaw all aspects of design from initial concept and layout to final print production

Collaborated with editorial and production teams to ensure directories and maps met both functional and aesthetic standards

Delivered resources that enhanced business networking, professional connections, and regional tourism growth

Key Project Highlight

Developed Ras Al Khaimah's first Tourist Map, providing a vital tool for visitors and supporting the growth of the emirate's tourism industry at a time when google maps did not cover RAK and were very limited

## Neelkamal Group

Graphic Designer

2003 - 2004 (1 year)

Ajman Emirate, United Arab Emirates

Designed apparel for the "Gasoline" new brand of apparel, including graphic tees, tops, jeans, skirts, chinos, and cargo shorts, in collaboration with pattern makers to maintain brand consistency and design accuracy.

Oversaw all aspects of artwork, printing, advertising, collateral creation, and packaging design

Collaborated with production and marketing teams to ensure products aligned with brand identity and market trends

Launched garments into the UAE market, contributing to brand growth and building a loyal customer base

Applied fashion design, product development, and market positioning skills to compete with international apparel brands like Giordano and Mango

### Key Project Highlight

Successfully conceptualized and launched the Gasoline apparel line, establishing a competitive presence in the UAE market and strengthening brand recognition against global competitors

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## Education

St. Paul School

High School

University of Mumbai

Bachelor's Degree, Business/Commerce