DUBAI, UAE
AMMAN, JORDAN

+971 56 668 0842 · +962 7 9082 3059
HELLO@RANDFAZAA.COM
RANDFAZAA.COM
LINKEDIN.COM/IN/RANDFAZAA

Rand Fazaa

Senior Brand Designer

Brand Identity · Visual Identity Systems · Art Direction · Brand Development

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01 PROFILE

Senior brand designer specialising in identity and visual systems. For 9+ years I have taken brands from first direction to finished system — concept, typography, colour and graphic language — and carried them through packaging, print and digital applications for hospitality, retail, aviation, media, real estate and consumer brands.

02 EXPERIENCE

MAR 2025 – PRESENT
DUBAI & AMMAN

Freelance Brand Designer & Art Director

Independent

- Lead identity projects end to end for hospitality, lifestyle and consumer brands.
- Turn each concept into a system: typography, colour, graphic elements, applications.
- Roll identities out across packaging, collateral, digital assets and print-ready production files.
- Art-direct presentations and mockups that show clients each concept and its applications.

FEB 2023 – MAR 2025

BlackSpoon Hospitality Group

Senior Brand Designer

- Senior designer across a multi-brand portfolio of restaurant, café and dining concepts.
- Developed and maintained each brand's visual identity and its applications.
- Designed the menus, packaging and promotional materials guests see across each brand.
- Contributed to the brands' websites, from design and development to content presentation.

Brands — **Allo Beirut · Masti Cocktail & Cuisine · Nafas Beirut · Bombay Bungalow · Ibn AlBahr**

MAR 2022 – FEB 2023

Airhub Aviation

Senior Brand Designer

- Developed brand identities and visual assets for multiple aviation businesses and brands.
- Extended identities into uniform, packaging, print and digital marketing applications.
- Worked with marketing and sales teams to keep brand communications cohesive.

Brands — **Airhub Airlines · Airhub Alliance · GetJet · JetJet**

02 EXPERIENCE, CONT.

SEP 2020 – MAR 2022

I See Media Production

Senior Designer

- Created visual identities and key art for television dramas and media productions.
- Translated scripts, narratives and briefs into visual concepts and promotional materials.
- Delivered across multiple productions and formats alongside production and creative teams.

MAY 2017 – SEP 2019

JPA International, Inc.

Midweight Graphic Designer

- Developed creative concepts and marketing materials for a corporate consultancy.
- Designed digital content, advertising collateral and website visual assets.
- Supported consistent visual communication across digital and print applications.

03 CORE EXPERTISE

01 Brand Identity Development	02 Visual Identity Systems
03 Art Direction	04 Brand Development
05 Typography & Graphic Language	06 Creative Concept Development
07 Brand Applications	08 Packaging Design

SUPPORTING

Brand Guidelines
Print Design & Production
Marketing Collateral
Digital Brand Applications
Website Design

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Premiere Pro
Figma

04 EDUCATION

University of Jordan

Bachelor's degree, Applied Linguistics

2017 – 2021

Bold Creative

Internship

MAR 2021 – JUL 2021

PORTFOLIO

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