AHAMED SUHAIL

CREATIVE MANAGER | DESIGN LEAD

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PROFESSIONAL SUMMARY

Creative Manager and design leader with 18 years of experience across brand, campaigns, digital and creative operations. Nearly 12 years at ICM.com in Dubai, leading a six-person team and overseeing creative delivery across eight websites, eight regulated entities and seven languages. Experienced in managing multidisciplinary projects across international markets, with AI-assisted workflows improving production speed and efficiency.

CORE STRENGTHS

Design leadership: Creative direction, team leadership and mentoring, quality standards, stakeholder and agency management

Brand governance: Multi-entity brand management, compliance partnership and localisation across 7 languages

Digital experience: Website and UI/UX oversight, WordPress and Umbraco, CRM and email design

Campaigns and partnerships: Integrated campaigns, sponsorship activations and international exhibitions

AI-enabled creative: Generative image, video and voice workflows, AI-assisted production and team adoption

PROFESSIONAL EXPERIENCE

ICM.com | Dubai, UAE | Nov 2014 - Present

Creative Manager | 2023 – Present, Design Team Lead | Nov 2014 - 2023

Design Leadership

- Led and mentored an in-house creative team of six across design, motion, video and web, setting briefs, allocating work, reviewing quality and reporting progress to senior management.
- Translate business and marketing objectives into campaign concepts and visual direction across digital, social, email, print and event channels.
- Manage creative resources, budgets, suppliers and agencies against cost, quality and delivery requirements.

Brand Governance

- Maintain visual identity and messaging consistency across multiple regulated entities, working closely with Compliance and business teams on entity-specific requirements and time-sensitive updates.
- Led the creative rollout of the UAE regulatory licence announcement across web, social media, email, video and events, taking materials through Compliance approval.

Digital, Web & CRM

- Led the design and UI/UX workstream for an Umbraco-to-WordPress migration, directing page designs and coordinating an external developer through launch.
- Oversee creative and UI/UX requirements across eight websites serving international markets, coordinating developers, IT, translators and Compliance.
- Direct multilingual email and CRM creative across campaigns, onboarding and service communications, overseeing copy, design, localisation, HTML testing and approvals across seven languages.

AI-Enabled Production

- Introduced AI-assisted video workflows and trained the team to create multilingual, avatar-led content without relying on employee filming schedules.
- Integrated generative image, video and voice tools into creative production, including Adobe Firefly, Google Gemini, ElevenLabs, Veo and Kling.

Sponsorships & Events

- Delivered sponsorship creative for ICM.com partnerships with Scuderia AlphaTauri, Newcastle United, Fulham FC and France SailGP across web, social, email, video and events.
- Led creative delivery for international exhibitions including iFX Expo, Money Expo, Crypto Expo Dubai and Finance Magnates events, covering stand graphics, brochures, screen content and campaign assets.

CG Group | Dubai, UAE

Brand Marketing Specialist | 2014

- Delivered website, social media, digital and print creative for businesses within a diversified UAE group, adapting materials to each brand and audience.
- Coordinated campaign requirements and maintained visual consistency across group companies.

Shapia Software Solutions Pvt. Ltd. | Bangalore, India

Design Team Lead | 2008 – 2014

Promoted from Web and UI Designer to Design Team Lead.

- Delivered more than 100 web, UI, branding and digital projects across SaaS, healthcare, education, corporate and technology sectors.
- Managed three designers, assigned priorities, reviewed design quality and coordinated project milestones while remaining hands-on in web, interface and brand design.
- Mentored junior designers and worked with project stakeholders to resolve UI challenges and take work through review and delivery.

TOOLS AND PLATFORMS

Design and motion: Adobe Photoshop, Illustrator, InDesign, After Effects, Figma, Canva

Web and CMS: WordPress, Umbraco, Elementor, HTML, CSS, responsive web design

Email and marketing: Mailchimp, TradeCore CRM, HTML email production, Meta Business Suite, Google Ads, Google Analytics 4 (GA4)

AI content: Adobe Firefly, ChatGPT, Google Gemini, ElevenLabs, Veo, Kling

Project collaboration: Jira, Slack, Microsoft Teams

EDUCATION

Post Graduate Diploma in Design & Applied Arts | Xplore Design School
Bachelor of Arts in History | Shobhit University