OMAR FAWZI

Art Director
Last Updated
2026

PORTFOLIO.

HELLO.

A curated selection of work spanning media,
branding, advertising, and visual storytelling

shaped through over a decade
of creative leadership.

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THE JOURNEY.

FROM DESIGNER TO CREATIVE LEADER.

The following pages trace my evolution from execution to leadership through selected projects, creative direction, and visual storytelling.

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OMAR FAWZI

Over the past decade, I have built a career connecting creativity, strategy, and leadership, transforming ideas into impactful visual experiences across branding, advertising, media, government, sports, and digital communication.

Today, I serve as Senior Art Director at PCG Holding while leading Omar Studio, delivering brand identities, integrated campaigns, executive presentations, and visual communication systems for Saudi government entities, major corporations, sports organizations, and ambitious brands across Saudi Arabia and Egypt.

My experience spans government projects, corporate branding, broadcast media, and large scale campaigns. I have also contributed to the Saudi Broadcasting Authority, developing channel identities, visual branding, and program identities for official Saudi television platforms.

During nearly four years at Al Jazeera Media Network, I contributed to major international news coverage, including the FIFA World Cup, the wars in Sudan and Gaza, and the U.S. elections, working in high pressure environments where clarity and precision were essential.

I integrate AI powered workflows into the creative process to accelerate ideation, optimize production, and expand creative possibilities while keeping strategy, human insight, and design excellence at the center of every decision.

For me, design is not decoration. It is a tool for solving problems, building trust, and creating lasting impact.

SELECTED ROLES

PCG HOLDING
Art Director
Nov 2024 – Present

AL JAZEERA
JR. Art Director
SR. Designer
2021 – 2024

OMAR STUDIO
Founder &
Studio Manager
2018 – Present

AL-ADALAH CLUB
Creative & Art Director
2018 – Present

ALMATAR
Creative & Art Director
2018 – 2024

IMPACT

10+
Years of Experience

100+
Brands & Organizations

2500+
Projects Delivered

SPORTS
Clubs & Organizations

GOVERNMENT
Projects & National Initiatives

4 MARKETS
Saudi Arabia, Egypt, Qatar & UAE

CORPORATE
Brands & Large Organizations

BROADCAST
Media & Global Coverage

CAMPAIGNS
Integrated & Large Scale

LEADERSHIP
Multidisciplinary Creative Teams

AI
Creative Workflows

END TO END
From Strategy to Execution

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TRUSTED BY.

Over the past decade, I have partnered with government entities, leading corporations, sports organizations, and global brands across Saudi Arabia, Egypt, and the Middle East. Below is a selection of organizations I've had the privilege to collaborate with.



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CORE EXPERTISE

My expertise combines creative leadership, strategic thinking, branding, and AI powered workflows to build scalable design systems, integrated campaigns, and meaningful visual experiences that balance creativity with business objectives.

Over the years, I have collaborated with government entities, corporate brands, sports clubs, media organizations, and multidisciplinary teams, delivering work that is strategically driven, visually compelling, and designed to create measurable impact.

LEADERSHIP
Creative Direction
Art Direction
Design Leadership
Team Leadership
Cross Functional Collaboration

STRATEGY
Brand Strategy
Communication Strategy
Campaign Development
Creative Strategy
Government Communication

DESIGN
Branding
Visual Identity Systems
Design Systems
Integrated Campaigns
Visual Storytelling
Executive Presentations

TOOLS
AI Workflows
Adobe Creative Suite
Microsoft PowerPoint

INDUSTRY FOCUS
Broadcast Media
Government Sector
Government Projects
Corporate Branding

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01
BROADCAST & MEDIA

Global News,
Television & Visual Storytelling

From global breaking news to national television, this section brings together selected work across live coverage, channel branding, program identities, motion, and video.

The projects were developed within fast-moving media environments where speed, clarity, accuracy, and visual consistency were essential.

AL JAZEERA MEDIA NETWORK
01.01 FIFA World Cup Qatar 2022
01.02 U.S. Presidential Elections
01.03 Gaza War Coverage

SAUDI TELEVISION (SBA)
01.04 STV Rebranding

•Creative Direction • Broadcast Identity • Program Identities • Channel Packaging • Editorial Social Coverage • Video & Motion Direction

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01

BROADCAST & MEDIA

AL JAZEERA MEDIA NETWORK

Selected creative and editorial work developed for major global events and high pressure news environments. As a Senior Graphic Designer and Project Creative Lead at Al Jazeera Media Network, I helped shape visual directions and lead major coverage projects across social media, video, motion, and real time editorial content.

SELECTED CASE STUDIES

01.01
FIFA WORLD CUP
QATAR 2022

01.02
U.S. PRESIDENTIAL
ELECTIONS

01.03
GAZA WAR
COVERAGE

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01.01

PROJECT:
FIFA World Cup Qatar 2022
Full Tournament Coverage

CLIENT:
Al Jazeera Media Network

REGION:
Qatar / Global

YEAR:
2022

SCOPE OF WORK:
Creative Direction
Pre Tournament Campaign
Live Editorial Coverage
Social Media Design
Video & Motion Direction
Real Time Content Systems

ROLE:
Senior Graphic Designer
Project Creative Lead

PROJECT CONTEXT:
Covering the FIFA World Cup Qatar 2022 required a flexible visual system capable of supporting continuous editorial production before and throughout the tournament.
The project involved a high volume of content across live matches, breaking news, results, statistics, player stories, and video, all produced within extremely limited timelines.
The challenge was to maintain speed, accuracy, visual consistency, and creative quality throughout one of the world's largest sporting events.

CREATIVE APPROACH:
As Senior Graphic Designer and Project Creative Lead, I helped establish the overall creative direction and build a scalable visual system before the tournament began.

The system included flexible layouts, adaptable templates, image treatments, and motion principles that could be applied across social media, editorial graphics, and video content.

Throughout the tournament, I led the visual direction, supported the creative team, and maintained consistent quality across the complete coverage under intense daily production pressure.



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ALJAZEERA
WORLD CUP 2022

This project targeted both football fans and a new general audience.

The content aimed to simplify information for followers on a real-time, daily basis

Arabic motifs and oriental architecture were combined with modern backgrounds to visualize the blend of East and West civilizations.

The target was to create a connection with followers through static designs and prompt coverage of World Cup news.

1 EDITORS TEMPLATES

Simple designs with an Eastern Arab identity allowed editors to quickly and easily cover events.

2 DAILY DESIGNS

Designs with intricate details conveyed the excitement and spirit of the championship, blending the host country's identity with visual elements.

3 MAIN POSTERS

Posters featured bright lighting to stand out in the warm Eastern sun









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01.02

PROJECT:
U.S. Presidential Elections 2024
Full Election Coverage

CLIENT:
Al Jazeera Media Network

REGION:
United States / Global

YEAR:
2024

SCOPE OF WORK:
Creative Direction
Pre Election Campaign
Live Editorial Coverage
Social Media Design
Data Visualization
Video & Motion Direction
Real Time Content Systems

ROLE:
Senior Graphic Designer
Project Creative Lead

PROJECT CONTEXT:
Covering the U.S. Presidential Elections required a flexible visual system capable of communicating complex political information with speed, clarity, and accuracy.

The project involved continuous content production across candidate profiles, electoral maps, opinion polls, key states, live results, breaking news, explainers, and video content.

The main requirement was to maintain editorial neutrality, visual consistency, and high production quality throughout an intense and rapidly changing news cycle.

CREATIVE APPROACH:
As Senior Graphic Designer and Project Creative Lead, I contributed to establishing the overall visual direction and developing a scalable system for the complete election coverage.

The system included adaptable templates, structured layouts, candidate and state treatments, data visualization principles, and motion guidelines for social media, editorial graphics, and video content.

Throughout the coverage, I led the visual direction, supported the creative team, and ensured that every output remained clear, accurate, and consistent under continuous production pressure.



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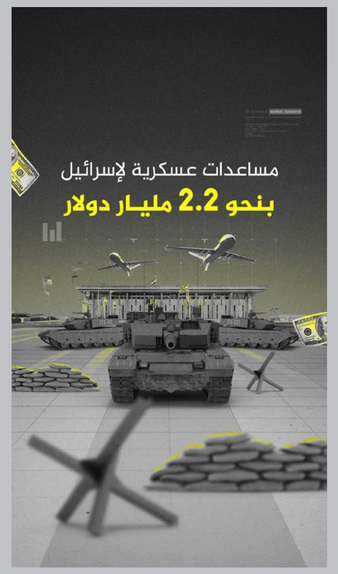


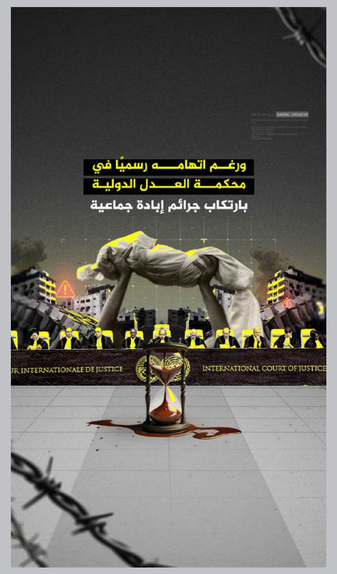


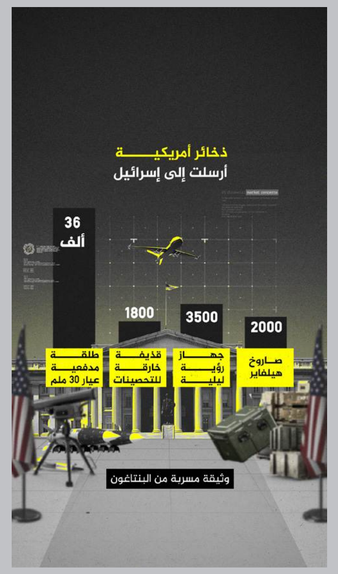
















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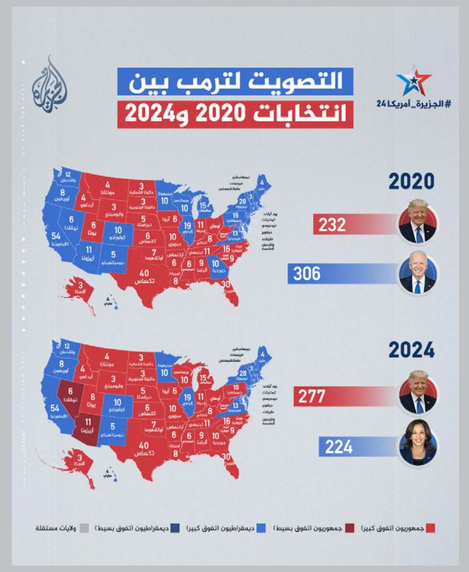
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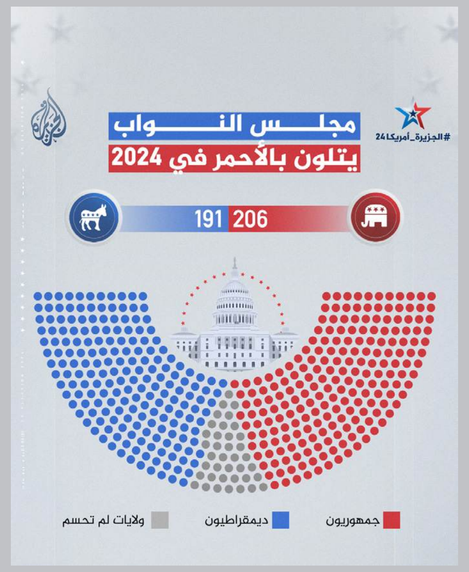




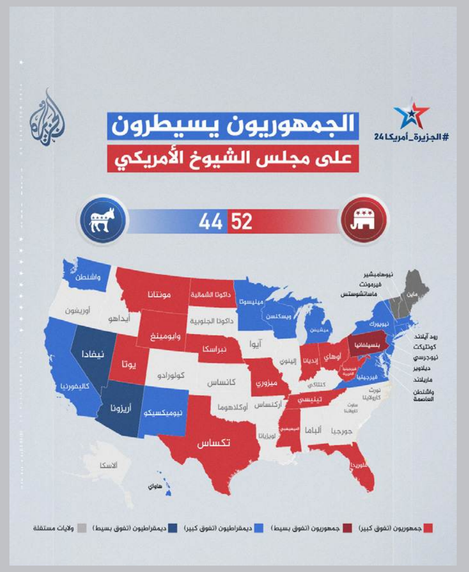












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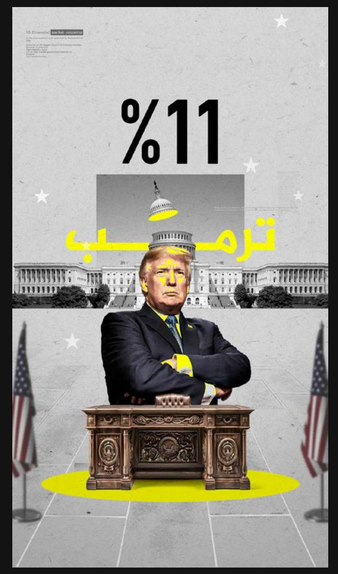






















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01.03

PROJECT:
Gaza War & Breaking News Coverage
Real Time Editorial Coverage

CLIENT:
Al Jazeera Media Network

REGION:
Middle East / Global

YEAR:
2022–2024

SCOPE OF WORK:
Creative Direction
Breaking News Coverage
Live Editorial Content
Social Media Design
Maps & Data Visualization
Video & Motion Direction
Real Time Content Systems

ROLE:
Senior Graphic Designer
Project Creative Lead

PROJECT CONTEXT:
Covering the war in Gaza and the rapidly developing regional news required continuous visual production within an extremely sensitive and high pressure editorial environment.

The coverage included breaking news, field updates, maps, timelines, statistics, humanitarian stories, explainers, and video content, often produced within minutes as events unfolded.

The key requirement was to communicate complex and sensitive information with clarity, accuracy, visual consistency, and respect for the human context of every story.

CREATIVE APPROACH:
As Senior Graphic Designer and Project Creative Lead, I helped shape the visual direction and develop flexible systems that supported fast and continuous editorial production.

The approach combined clear information hierarchy, adaptable layouts, map and data treatments, consistent image direction, and motion principles across social media, editorial graphics, and video content.

Throughout the coverage, I led visual decisions, supported the creative team, and maintained consistency and quality while responding to an intense and constantly changing news cycle.

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SBA
هيئة الإذاعة و التلفزيون

SAUDI BROADCASTING AUTHORITY

01
BROADCAST
& MEDIA

Selected broadcast and visual identity projects developed for official Saudi television platforms. My role included shaping creative directions, developing channel and program identities, building channel packaging systems, and directing visual coverage for major national seasons across television, digital, motion, and promotional content.

SELECTED
CASE STUDIES

01.04
STV
REBRANDING

01.05
HAJJ SEASON
COVERAGE

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01.04

PROJECT:
STV Rebranding
Saudi Television Visual Refresh

CLIENT:
Saudi Broadcasting Authority

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2025

SCOPE OF WORK:
Creative Direction
Broadcast Identity Refresh
Channel Packaging
Idents & Bumpers
Backshots & Promo Graphics
Now, Next & Later System
Lower Thirds & Screen Graphics
Video & Motion Direction

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
Saudi Television had maintained the same visual language for several years, creating a clear need for a modern broadcast identity aligned with the evolution of Saudi media and contemporary viewing experiences.

The project involved rethinking the channel's complete visual system, including idents, transitions, backshots, promotional graphics, lower thirds, and the Now, Next & Later system.

One of the key challenges was managing a structured approval process involving multiple stakeholders across Saudi Television, with the final direction requiring review at the Royal Court level. The objective was to modernize the channel while preserving its official character, established recognition, and connection with audiences across Saudi Arabia.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I developed and presented multiple creative directions exploring how the channel could evolve visually while maintaining its credibility and familiar identity.

The selected direction was developed into a cohesive and flexible broadcast system built around clear typography, structured layouts, distinctive motion principles, and adaptable graphic components.

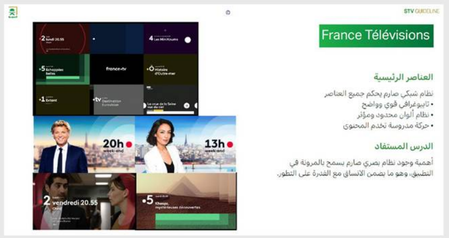
The final system unified the channel's visual presence across daily broadcasting, program promotions, scheduling graphics, and major coverage, creating a modern foundation that could remain consistent and scalable across all screen formats.

السعودية

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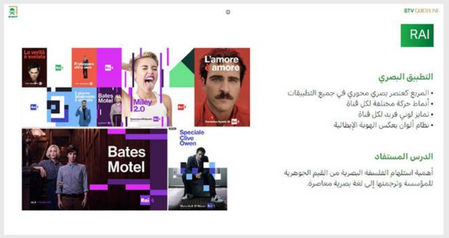






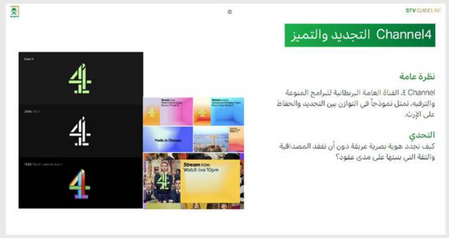








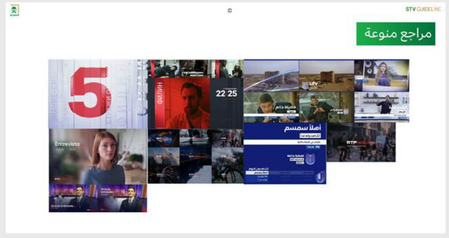
















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02

GOVERNMENT COMMUNICATION

National Initiatives, Public Awareness
& Institutional Communication

From national initiatives to public awareness campaigns, this section brings together selected work developed for Saudi government entities across strategic communication, visual systems, digital content, and integrated campaigns.

The projects were created within highly structured environments where clarity, credibility, cultural relevance, and visual consistency were essential across every platform and stakeholder touchpoint.

SAUDI GOVERNMENT PROJECTS

02.01 SWA
02.02 NCEC
02.03 TGA
02.04 SME Bank
02.05 Selected Government Projects

Creative Direction • Government Campaigns • Public Awareness • Visual Communication Systems • Integrated Campaigns • Executive Presentations • Digital Content

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02.01

PROJECT:
Saudi Water Authority
Integrated Communication Projects

CLIENT:
Saudi Water Authority

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2025

SCOPE OF WORK:
Creative Direction
Outdoor Campaigns
Social Media Direction
Campaign Key Visuals
Reports & Publications
Data Visualization
Visual Content Systems

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
The projects required a unified creative direction across a wide range of government communication outputs, including outdoor campaigns, social media content, reports, publications, and public awareness materials.

Each format served a different communication purpose, from delivering clear public messages at scale to presenting detailed information and data through structured reports.

The key requirement was to maintain credibility, clarity, and visual consistency while adapting the communication to different audiences, platforms, and institutional approval requirements.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I shaped the visual direction and developed flexible systems that could perform consistently across outdoor, digital, social media, and editorial applications.

The approach combined strong campaign concepts, scalable key visuals, modular layouts, clear information hierarchy, and structured data visualization for reports and publications.

I also directed the adaptation of each visual system across different formats, ensuring that every output maintained the authority's official character while remaining accessible, contemporary, and visually engaging.

الهيئة السعودية للمياه
Saudi Water Authority

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02.02

PROJECT:
NCEC Social Media & Campaigns Visual Guidelines

CLIENT:
National Center for Environmental Compliance

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2025

SCOPE OF WORK:
Creative Direction
Social Media Guidelines
Visual Content Systems
Founding Day Campaign
Seasonal Campaigns
Key Visual Direction
Social Media Templates
Public Awareness Content

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
The National Center for Environmental Compliance required a unified visual system for its social media communication, capable of supporting environmental awareness, institutional updates, national occasions, and seasonal campaigns.

The project included developing social media guidelines, flexible content templates, and visual directions for campaigns such as Saudi Founding Day, while maintaining alignment with the center's official identity.

The key requirement was to create a consistent and recognizable presence that communicated environmental topics clearly while remaining credible, culturally relevant, and adaptable across different content formats.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I developed the overall social media direction and established a structured visual guideline covering typography, colors, imagery, layouts, graphic elements, and content templates.

The system was designed to support both daily communication and major campaigns, allowing the team to produce varied content while maintaining a consistent visual identity.

For the Founding Day campaign and other seasonal projects, I directed distinctive visual treatments that combined Saudi cultural references with the center's environmental role, ensuring each campaign remained relevant, engaging, and connected to the wider brand system.

المركز الوطني للرقابة على الالتزام البيئي
National Center for Environmental Compliance
المملكة العربية السعودية

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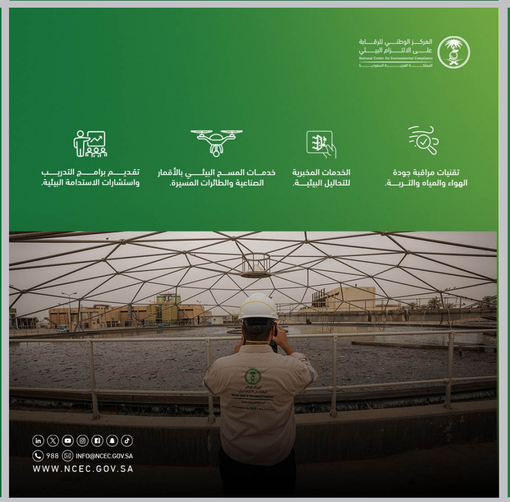














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Social Media
Art Direction

المركز الوطني للرقابة
على الالتزام البيئي
National Center for Environmental Compliance

MOODBOARD
INSPIRATION

POST
DIRACTION 01

Reference From
Account Suggest

Reference From
Our Research

عرض المحتوى
بشكل بسيط بأكثر من
توجة لتكوين توازن بصري
مناسب مع Guideline

STORY
DIRACTION 01

CAROUSEL
DIRACTION 01

عرض المحتوى
بشكل بسيط في تسلسل
بصري يعتمد على الالوان
وتدخلها لتكوين محتوى
مرئي جذاب

INFOGRAPHIC
DIRACTION 01

عرض المحتوى بأكثر من اتجاه ليكون مناسب للهوية البصرية مع الأخذ بالاعتبار
بالعناصر التصميمة اللي تعزز الهوية

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02.03

PROJECT:
TGA Campaigns
Infographics & Social Media

CLIENT:
Transport General Authority

REGION:
Saudi Arabia

YEAR:
2025

SCOPE OF WORK:
Creative Direction
Campaign Key Visuals
Social Media Design
Infographic Design
Data Visualization
Public Awareness Content
Visual Content Systems

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
The Transport General Authority required diverse visual communication across campaigns, social media, and infographic content covering services, regulations, initiatives, statistics, and public awareness topics.

The main requirement was to transform detailed and sometimes complex information into clear, accessible, and visually engaging content for different audiences and digital platforms.

Each project also needed to maintain the authority's official character while adapting to different campaign objectives, content types, and communication priorities.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I shaped the visual direction for multiple campaigns and developed flexible systems for social media and infographic content.

The approach combined strong campaign concepts, structured layouts, clear information hierarchy, iconography, and simplified data visualization to communicate key messages effectively.

I directed the adaptation of each visual direction across different formats, ensuring consistency, clarity, and a contemporary presence throughout the authority's digital communication.

TGA
الهيئة العامة للنقل

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TGA
الهيئة العامة للنقل
Transport General Authority

منظومة نقل
تعزّز الاقتصاد الوطني
وتمكّن القطاع اللوجستي

أسهمت الهيئة العامة للنقل في تعزيز الاقتصاد الوطني عبر مبادرات ومشاريع نوعية دعمت الاستثمار، ورفعت كفاءة القطاع، ومكّنت الكوادر الوطنية، وعززت بيئة الابتكار في منظومة النقل.

أبرز المساهمات

تعزيز الاستثمار الدولي
افتتاح المقر الإقليمي لشركة فيديكس في الرياض، دعمًا لمكانة المملكة كمركز لوجستي إقليمي.

تحسين بيئة العمل
افتتاح أول مشروع نموذجي لاستراحة سائقي توصيل الطلبات، بما يعزز جودة بيئة العمل في القطاع

تمكين الكوادر
تأهيل متدربين عبر الأكاديمية السعودية اللوجستية لدعم جاهزية سوق العمل.

بناء القدرات الوطنية
تخريج دفعات وطنية من معهد سرب لتأهيل كوادر متخصصة في قطاع النقل

دعم الابتكار وريادة الأعمال
تنظيم ودعم مبادرات الابتكار من خلال تحدي النقل بنسخته الرابعة.



منظومة نقل
تدعم الاقتصاد...
وتمكّن المستقبل

TGA
الهيئة العامة للنقل
Transport General Authority

النقل في أرقام
منجزات تشغيلية صنعت الأثر على المواطن خلال عام 2025

الرقابة
+4 ملايين
عملية فحص رقابية عززت معدلات الامتثال في انشطة النقل ورفعت جودة الخدمات

تأجير السيارات
+6 ملايين
عقد تأجير الكتروني اسهمت في تسهيل الإجراءات وتحسين تجربة المستفيد

الطرود
+230 مليون
شحنة تم تسليمها ضمن منظومة توصيل متكاملة تغطي مختلف مناطق المملكة

القطارات
+155 مليون
راكب نمو ملحوظ في أعداد مستخدمي النقل السككي مقارنة بالعام السابق

توصيل الطلبات
+409 مليون
طلب تم تسليمه عكست كفاءة خدمات التوصيل وتنامي الاعتماد عليها.

تطبيقات نقل الركاب
+142 مليون
رحلة منفذة دعمت حلول التنقل الذكي وسهلت حركة الأفراد.

عضوية مجلس المنظمة البحرية الدولية IMO
تعزيز حضور المملكة ومكانتها دوليًا.

مبادرة قياس
رفع مستوى رضا المستفيدين من خدمات النقل



TGA
الهيئة العامة للنقل
Transport General Authority

شراكات راسخة...
ومنجزات ممتدة

لم تكن منجزات الهيئة العامة للنقل في عام 2025 محصورة في نطاق التنفيذ، بل جاءت **مدعومة بشراكات مؤسسية** أسهمت في ترسيخ الأثر وتعزيز موثوقية المنجزات، وتوسيع حضور قطاع النقل محليًا ودوليًا.

أثر الشراكات

تعزيز مكانة القطاع
دعم منجزات تعكس تطور منظومة النقل ومكانتها المتقدمة.

موثوقية مؤسسية اعلى
شراكات عززت جاهزية المنجزات وثقة الجهات المعنية.

حضور إقليمي ودولي
تمثيل فعال يعكس مكانة المملكة في قطاع النقل.

استدامة المنجزات
اثر طويل المدى يدعم استمرارية التطوير.

اتساع نطاق الأثر
منجزات امتدت عبر قطاعات ومناطق متعددة.

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02.04

PROJECT:
SME Bank
Campaigns,Video & Events

CLIENT:
SME Bank

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2024-2026

SCOPE OF WORK:
Creative Direction
Integrated Campaigns
Social Media Direction
TikTok & Short Form Video
Video & Motion Direction
Event Visual Identity
Event Screens & Digital Displays
Campaign Key Visuals
Content Systems

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
SME Bank required a comprehensive visual communication system capable of supporting a wide range of campaigns, services, initiatives, events, and digital content across multiple platforms.

The work included social media communication, campaign visuals, TikTok and short form videos, event identities, large format screens, motion content, and promotional materials.

The main requirement was to communicate financial and business information in a clear, engaging, and accessible way while maintaining the bank's official character and a consistent brand presence across every audience touchpoint.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I shaped the creative direction and developed flexible visual systems that could adapt across campaigns, social platforms, video content, events, and digital screens.

The approach combined strong campaign concepts, scalable key visuals, modular social media templates, short form video direction, motion principles, and event graphics designed for different screen formats and physical environments.

I directed the adaptation of each system across all deliverables, ensuring consistent quality, clear communication, and a contemporary visual presence throughout the bank's integrated communication.

SME Bank
بنك المنشآت الصغيرة والمتوسطة
Small & Medium Enterprises Bank

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02.04

PROJECT:
Selected Government Projects
Campaigns& Institutional Communication

CLIENT:
Saudi Government Entities
& National Initiatives

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2024-2026

SCOPE OF WORK:
Creative Direction
Government Campaigns
Event Visual Identities
Social Media Design
Reports & Publications
Executive Presentations
Digital Screens & Displays
Visual Communication Systems

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
This selection brings together government and institutional projects delivered through PCG Holding for entities and national initiatives including the Water Innovation Institute, Wateera, Miahthon, Riyadh Economic Forum, the Film Commission, and other Saudi organizations.

The projects covered different communication needs, from event identities and public campaigns to social media content, reports, presentations, digital screens, and institutional materials.

The key requirement was to understand each entity's objectives and audience while delivering clear, credible, and culturally relevant communication within structured government environments and approval processes.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I developed and guided multiple creative directions tailored to the purpose, identity, and communication objectives of each project.

The approach combined strong visual concepts, scalable key visuals, structured layouts, clear information hierarchy, and flexible systems that could adapt across events, campaigns, social media, presentations, publications, and digital applications.

I worked closely with multidisciplinary teams at PCG to maintain quality, consistency, and strategic alignment across projects with different audiences, timelines, and institutional requirements.

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03

COMMERCIAL & CORPORATE

Brands, Campaigns
& Business Communication

From consumer brands and automotive groups to corporate entities, this section brings together selected projects across integrated campaigns, social media, product communication, presentations, and large-scale brand applications.

The work focused on translating commercial objectives into clear creative directions that balance brand personality, audience relevance, and consistency across digital, physical, and corporate touchpoints.

SELECTED COMMERCIAL PROJECTS

03.01 Al Tazaj
03.02 Almatar
03.03 Aljomaih Automotive
03.04 Selected Corporate Projects

Creative Direction • Integrated Campaigns • Brand Communication • Social Media Direction • Corporate Communication • Product Campaigns • Executive Presentations • Outdoor & Digital Applications

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03.01

PROJECT:
Al Tazaj Crispy Roll Campaign
The Roll That Stopped the Scroll

CLIENT:
Al Tazaj

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2025

SCOPE OF WORK:
Creative Direction
Campaign Concept Development
Digital Campaign
Social Media Content
Short Form Video Direction
Product Visual Direction
Motion & Video Production
AI Powered Visual Production

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
Al Tazaj launched a digital campaign to introduce its Crispy Roll Pizza to a younger, highly digital audience, with a primary focus on Gen Z and short form content platforms.

The campaign needed to communicate the product's distinctive shape, crunch, cheese pull, and appetite appeal within the first few seconds of every piece of content.

The main requirement was to create a bold and fast paced visual experience that could interrupt scrolling, capture immediate attention, and position the product as something new, shareable, and difficult to ignore.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I developed the campaign direction around the concept "The Roll That Stopped the Scroll."

The visual approach used pattern interruption, dynamic product movement, close up crunch moments, cheese pull sequences, and rapid transitions designed specifically for digital and short form viewing behavior.

A supporting direction, "No Leftovers," presented the product from multiple angles and reinforced its appetite appeal. The result was a high impact campaign system developed across social media visuals, short videos, motion content, and product focused digital assets.

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03.01

PROJECT:
Al Tazaj Crisp Character Campaign
Gen Z Product Communication

CLIENT:
Al Tazaj

AGENCY:
PCG Holding

REGION:
Saudi Arabia

YEAR:
2025

SCOPE OF WORK:
Creative Direction
Campaign Concept Development
Character Development
Visual Character Direction
Social Media Campaign
Outdoor Advertising
Digital Content
AI Powered Visual Production

ROLE:
Art Director
Project Creative Lead

PROJECT CONTEXT:
Al Tazaj required a distinctive campaign to promote its Crispy Roll product and build stronger engagement with Gen Z audiences across social media, digital platforms, and outdoor advertising.

The project centered on creating a memorable character that could represent the product's personality, distinctive shape, and playful energy while remaining recognizable across different campaign scenarios.

The main requirement was to develop a flexible visual concept capable of producing varied, youth focused content while maintaining a consistent character identity and a clear connection to the product.

CREATIVE APPROACH:
As Art Director and Project Creative Lead, I shaped the campaign around Crisp, an original character inspired by the Crispy Roll product and designed to become the central visual personality of the campaign.

The character was developed through a consistent visual style, detailed costume direction, recognizable proportions, and a bold personality that could adapt to different environments and storytelling concepts.

The campaign placed Crisp across energetic and culturally relevant scenes, combining character driven storytelling, product focused compositions, outdoor visuals, and interactive social media content to create a distinctive campaign world aligned with Gen Z communication and viewing behavior.

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03.01

PROJECT:
Almatar Brand Growth Journey
From Pre Launch to Market Leadership

CLIENT:
Almatar

AGENCY:
In-house

REGION:
Saudi Arabia

YEAR:
2018–2024

SCOPE OF WORK:
Creative Direction
Pre Launch Communication
Integrated Campaigns
Social Media Design
Performance Marketing Assets
Product & App Communication
Seasonal Campaigns
Brand Partnerships
Visual Content Systems

ROLE:
Creative & Art Director
Led a Team of Designers

PROJECT CONTEXT:
I joined Almatar before its official launch and remained part of its creative journey for nearly six years, contributing to the brand as it evolved from an emerging travel application into one of Saudi Arabia's leading digital travel platforms.

During this period, the business, product, audience, and communication needs expanded significantly. The work covered launch communication, digital campaigns, seasonal offers, airline and football partnerships, performance marketing, product features, and continuous social media content.

The key challenge was to support rapid commercial growth while maintaining a recognizable and consistent visual presence across a constantly evolving range of campaigns, services, audiences, and digital platforms.

CREATIVE APPROACH:
My role grew from designer to Creative & Art Director, leading a team of designers and contributing to different stages of the brand's growth while developing a deep understanding of its identity, audience, and commercial objectives.

I helped create and evolve scalable visual systems, campaign key visuals, social media directions, product communication, and performance assets designed to support fast production without compromising brand consistency.

Across nearly six years, I contributed to a wide range of campaigns and partnerships, supported junior designers, and helped preserve the brand's visual continuity while continually adapting its communication to new services, markets, and growth objectives.

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03.01

PROJECT:
Aljomaih Automotive
Multi Brand Campaigns & Content

CLIENT:
Aljomaih Automotive

AGENCY:
Omar Studio
Influence Branding & Digital

REGION:
Saudi Arabia

YEAR:
2024-2026

SCOPE OF WORK:
Creative Direction
Integrated Campaigns
Daily Social Media Content
Automotive Key Visuals
Outdoor Campaigns
Product Communication
Seasonal Campaigns
Video & Motion Direction
Multi Brand Content Systems

ROLE:
Creative & Art Director
Led a Team of Designers
Founder, Omar Studio

PROJECT CONTEXT:
Aljomaih Automotive required continuous creative communication across a diverse portfolio of automotive brands, including Chevrolet, Cadillac, GAC, and GMC.

The work included integrated campaigns, daily social media content, vehicle launches, seasonal promotions, outdoor advertising, product communication, and digital campaign assets.

The main challenge was managing multiple brands with distinct audiences, visual identities, and positioning while maintaining fast production, consistent quality, and clear communication across every campaign and platform.

CREATIVE APPROACH:
Through Omar Studio's partnership with Influence Branding & Digital, I led the creative direction and managed the studio team responsible for developing and delivering the visual work across Aljomaih Automotive's brand portfolio.

The approach combined brand specific creative directions, strong automotive key visuals, adaptable campaign systems, and structured daily content designed around the personality and market positioning of each vehicle brand.

I oversaw the creative process from briefing and concept development to team direction, quality control, and final delivery, ensuring that Chevrolet, Cadillac, GAC, and GMC each maintained a distinctive visual presence while meeting the client's commercial and communication objectives.

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03.01

PROJECT:
Selected Commercial
& Corporate Projects
Campaigns, Brands
& Business Communication

CLIENT:
Multiple Commercial
& Corporate Brands

AGENCY:
Omar Studio

REGION:
Saudi Arabia, Egypt,
Qatar & UAE

YEAR:
2028-2026

SCOPE OF WORK:
Creative Direction
Integrated Campaigns
Brand Communication
Social Media Content
Campaign Key Visuals
Outdoor Advertising
Corporate Presentations
Video & Motion Direction
Visual Content Systems

ROLE:
Creative & Art Director
Led a Team of Designers
Founder, Omar Studio

PROJECT CONTEXT:
This selection brings together commercial and corporate projects developed through Omar Studio for brands across different industries, markets, and communication objectives.

The work included integrated campaigns, product launches, daily social media content, outdoor advertising, corporate communication, presentations, video, motion, and digital applications.

The key challenge was managing a diverse portfolio of brands while understanding each client's audience, commercial goals, and visual identity, then delivering distinctive creative solutions across different formats, timelines, and campaign requirements.

CREATIVE APPROACH:
As Founder and Studio Manager, I led the creative and operational direction of the studio, managing projects from the initial brief and concept development through team allocation, art direction, quality control, and final delivery.

Each project was approached with a tailored creative direction supported by scalable key visuals, flexible content systems, and clear visual storytelling aligned with the client's brand and business objectives.

I guided multidisciplinary creative teams across branding, design, motion, presentations, and digital content, ensuring consistent quality while allowing every brand and campaign to maintain its own distinctive character.

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04

SPORTS & CLUBS

Clubs, Campaigns & Fan Culture

From long term club creative direction to diverse football campaigns, this section brings together selected sports work across club identities, seasonal campaigns, matchday communication, sponsorship activations, and fan focused content.

The work focused on translating each club's identity and competitive spirit into distinctive visual directions, while maintaining consistency, speed, and strong audience engagement throughout the season.

SELECTED SPORTS WORK

04.01 Al Adalah Club
04.02 Selected Sports Work

Creative Direction • Club Identity • Seasonal Campaigns • Matchday Coverage • Social Media Direction • Sponsorship Activations • Fan Engagement • Video & Motion Direction

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04.01

PROJECT:
Al Adalah Club

CLIENT:
Al Adalah Club

AGENCY:
Omar Studio

REGION:
Saudi Arabia

YEAR:
2018–Present

SCOPE OF WORK:
Creative Direction
Seasonal Visual Identity
Matchday Campaigns
Social Media Direction
Player Announcements
National & Seasonal Campaigns
Video & Motion Direction
Real Time Match Coverage
Fan Engagement Content

ROLE:
Creative & Art Director
Led a Team of Designers

PROJECT CONTEXT:
My work with Al Adalah Club developed into a long term creative relationship across multiple football seasons, covering the club's visual communication across matchdays, campaigns, announcements, national occasions, and daily social media content.

The work required continuous creative production throughout the season, responding to match results, transfers, competitions, promotions, and key club moments while maintaining a recognizable and consistent visual identity.

The main challenge was balancing speed and daily production demands with the need to continuously evolve the club's visual presence and build stronger engagement with its supporters.

CREATIVE APPROACH:
As Creative & Art Director, I lead a team of designers and the club's creative direction and shape the visual language for each season, from the overall seasonal direction to individual campaigns and real time match communication.

I developed flexible visual systems that could adapt across match posters, player announcements, results, statistics, national campaigns, social media, video, and motion content while maintaining a distinctive club identity.

Across multiple seasons, the direction continued to evolve with the club, creating a consistent but flexible visual presence that reflects its personality, competitive spirit, and relationship with its fans.

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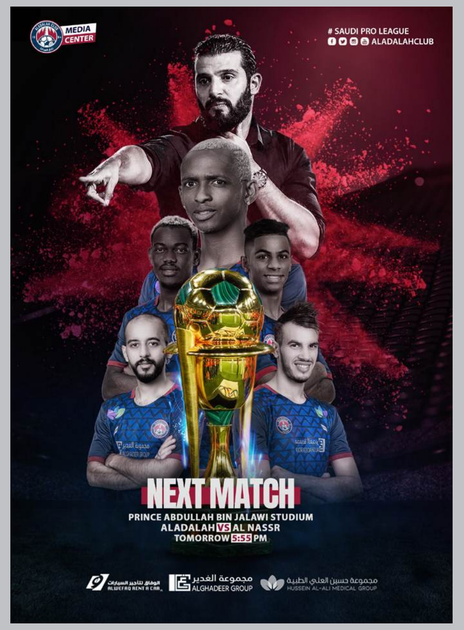


















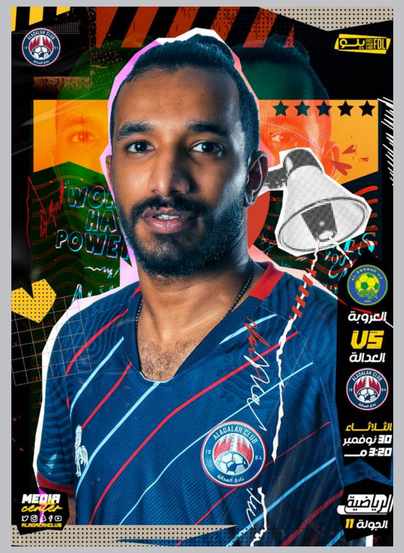






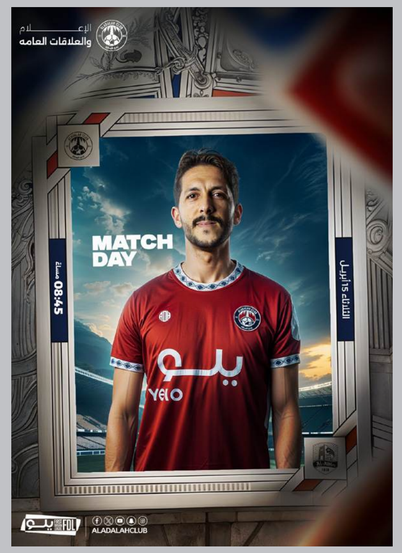
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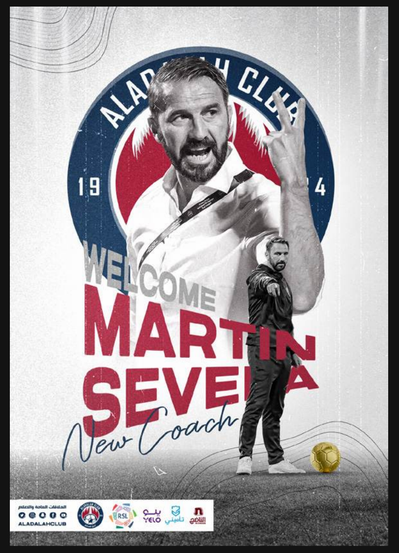




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04.02

PROJECT:
Selected Sports Work
Clubs, Campaigns & Sponsorship

CLIENT:
Selected Sports Clubs & Brands

AGENCY:
Omar Studio

REGION:
Saudi Arabia & Egypt

YEAR:
2017–Present

SCOPE OF WORK:
Creative Direction
Sports Campaigns
Matchday Communication
Social Media Direction
Sponsorship Activations
Player & Team Content
Seasonal Campaigns
Fan Engagement
Video & Motion Direction
Real Time Sports Contentt

ROLE:
Creative & Art Director
Sports Creative Lead

PROJECT CONTEXT:
This selection brings together sports projects developed across different stages of my career, covering football clubs, brand sponsorships, matchday communication, seasonal campaigns, and fan focused digital content.

The work included creative projects for clubs and sports partnerships across Saudi Arabia and Egypt, ranging from daily social media and match coverage to major campaigns, sponsorship activations, player content, and national occasions.

Each project required a different visual language while responding to the fast pace of football, evolving narratives, competition schedules, and highly engaged fan communities.

CREATIVE APPROACH:
Across these projects, I shaped creative directions around the personality, history, audience, and competitive positioning of each club or brand.

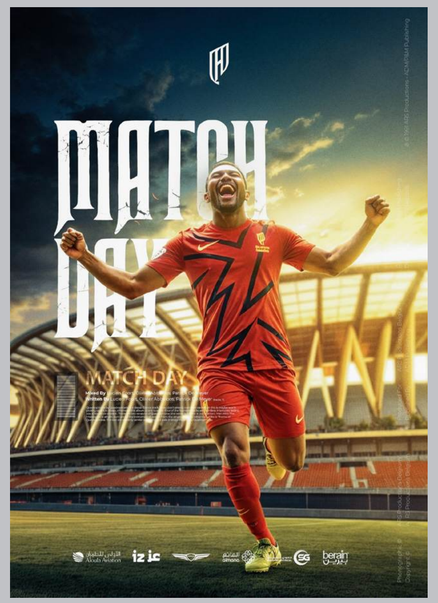
The approach combined strong sports storytelling, dynamic key visuals, photography and image direction, adaptable matchday systems, campaign concepts, and real time content designed for fast production across social media, digital, video, and motion.

Working across multiple sports environments strengthened my ability to balance brand consistency with the emotion and immediacy of football, creating communication that feels distinctive to each club while

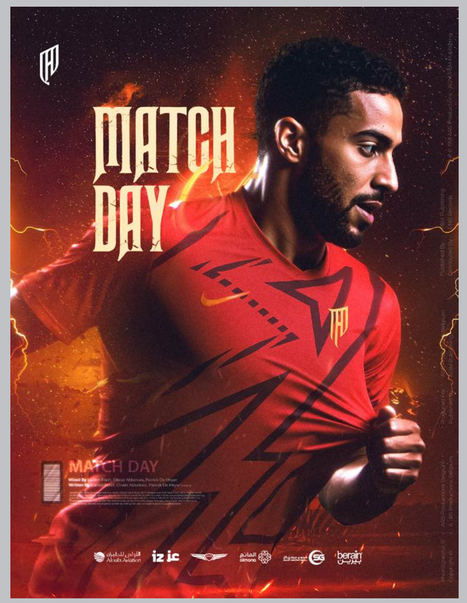
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05

BRAND IDENTITIES.

Clubs, Campaigns & Fan Culture

From new brand creation to identity transformation, this section brings together selected branding projects developed across different industries, markets, and stages of business growth.

The work spans brand strategy, visual identity systems, logo development, typography, color systems, brand applications, and guidelines, with a focus on creating identities that are distinctive, scalable, and built to perform across real world touchpoints.

SELECTED BRANDING WORK
05.01 Selected Brand Identities

Creative Direction • Brand Strategy • Visual Identity • Logo Design • Identity Systems • Typography • Brand Guidelines • Brand Applications

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04.01

PROJECT:
Selected Branding Work
Brand Identities & Visual Systems

CLIENT:
Selected Brands & Organizations

REGION:
Middle East / Multi-Market

YEAR:
2016–Present

SCOPE OF WORK:
Creative Direction
Brand Strategy
Visual Identity
Logo Development
Identity Systems
Typography & Color Systems
Brand Guidelines
Brand Applications
Rebranding & Brand Evolution

ROLE:
Brand Designer
Senior Graphic Designer
Art Director
Creative Lead

PROJECT CONTEXT:
This selection brings together branding and visual identity projects developed across different stages of my career, from my early years as a designer to leading complete identity projects as an Art Director and Creative Lead.

The work spans startups, corporate brands, government entities, media, hospitality, sports, and commercial businesses, covering both new brand creation and the evolution of existing identities.

Each project presented a different challenge, from establishing a brand from the ground up to transforming an existing visual language into a more relevant, distinctive, and scalable identity system.

CREATIVE APPROACH:
My approach to branding evolved throughout my career from hands-on design and logo development to directing complete brand systems and multidisciplinary creative teams.

I work from understanding the brand's purpose, audience, positioning, and personality before translating those foundations into visual concepts, typography, color, graphic language, and flexible identity systems.

Across different projects and roles, I have contributed at every stage of the process from concept and design to art direction, team leadership, guidelines, and final brand implementation creating identities designed to remain consistent while growing across different platforms and applications.

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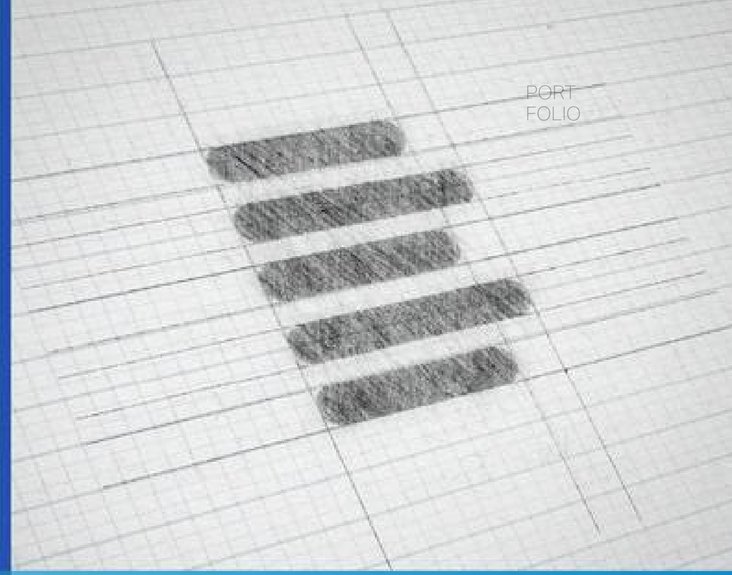


BLUE LINE
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Brand
Guideline
KSA
2021
Invoice
Colors
Picton Blue
Mine Shaft
Foam
Business
Card
Brand
Characteristic
Supergrap
Al-Jazeera-Arabic
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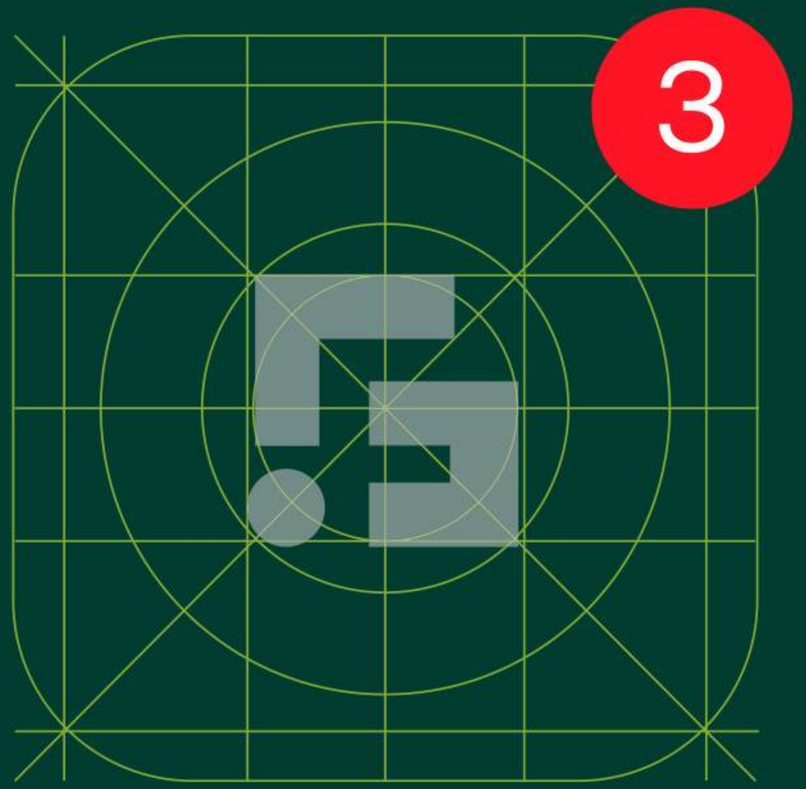


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John Smeeth
Chief Director
A 45-1,Anson Road Singapore - 8989
W email@mailid.com, www.myweb.com
P +880 - 12345 - 6789

Date, 10 September

This is a sample letter that has been placed to demonstrate typing remat (Your Company). lette
design. When positioned properly, it will serve to work in harmony with all other elements lette
This letterhead design is meant to project an image

This letterhead design is meant project an image of professionalism reliability. By using simple
we have created a very spacious feeling. The simplicity suggest rengththe spaciousnes contribu
aesthetics the layout. These basic qualities along with the (Your Company)

look and helps reinforce the (Your Company) brand. letterhead design is meant to project an im
design. When positioned properly, it will serve to work in harmony all the other elements letter
sionalism and reliability.

This letterhead design is based on the (Form of your logo) form (Your Company) logo. Each stat
we have created a very spacious feeling. The simplicity suggests strength the spaciousnes contr
part of the (Form of your logo).

Shaimaa Hassan

Shaimaa Hassan
Manager

Shaimaa.Hassan@future-group.com 01060633606 Street Address Here Singapore, 2222

FG Studio

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THE JOURNEY CONTINUES...

The journey doesn't end here.
I'm always looking for ambitious challenges, meaningful partnerships, and opportunities to create work that truly matters.

This portfolio reflects my journey.
The best chapter is still ahead.

Focused on Executive Creative Leadership, Studio & Design Management, Media Center Leadership, Brand Transformation, and AI Driven Creative Innovation.

Beauty is subjective.
Great design makes it tangible.

omar fawzi

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THANK YOU.

Every great partnership starts with a conversation.
Let's create work that matters.
Available for selected creative partnerships.

+966 534457192

omar.fawzi1997@gmail.com

ceo@omarstudio.net

Riyadh, Saudi Arabia

Let's Connect

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