RESUME

Art Director
Last Updated
2026

OMAR FAWZI

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
SR. Graphic Designer
Creative & Art Director
2018 – 2026

ALMATAR
SR. Graphic Designer
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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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.

Discover my portfolio at
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Let's Connect