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Skills

- Brand Identity & Guidelines
- Creative Team Leadership
- Integrated Campaigns
- Pitch & Proposal Design
- Client & Stakeholder Management
- Design & Production Oversight

Design and AI Tools

Core design
- Adobe Creative Suite
- Figma

AI-assisted workflows
- Adobe Firefly
- Midjourney
- ChatGPT / Claude
- Magnific (upscaling)

Education

BA (Hons) Graphic Design
Nottingham Trent University, UK

Senior Creative | Brand & Design

Michael Gordon

About me

Creative leader with 15+ years' experience across agency and Big Four environments. Experienced in leading design teams, managing client relationships and developing brand identities and campaigns for major regional and global organisations. Combines hands-on design expertise with team mentoring, stakeholder management and compelling pitch design.

Senior Graphic Designer | Globant
Dubai, UAE | 2024 - Present

- Act as day-to-day creative lead across multiple client retainers, managing relationships and delivery.
- Develop brand identities, guidelines and integrated creative for clients including ENOWA, UAE Central Bank and NBO.
- Introduce AI tools into concept development, speeding up presentation development and expanding creative exploration

Senior Creative | Bond
Dubai, UAE | 2020 - 2024

- Helped to create brand identities for Dubai Holding, Al-Futtaim Group Real Estate and Etihad Rail.
- Developed integrated campaigns, advising clients on messaging and audience targeting.
- Managed concurrent retainers across social, outdoor, print and experiential projects.

Senior Graphic Designer | KPMG
Dubai, UAE | 2017 - 2020

- Led and mentored a design team, overseeing workloads, quality and project deadlines.
- Designed high-value proposals, thought leadership reports and presentations within global brand guidelines.
- Partnered with senior stakeholders and production suppliers to deliver complex communications.

Head Graphic Designer | Leading Brands
Dubai, UAE | 2011 - 2017

- Sole designer responsible for pitch creative that helped secure GSK and Danone as flagship accounts.
- Created healthcare campaigns, exhibition graphics, packaging and patient education materials.