

Zakaria Ali Saleh Al-Badai

Brand Development & Digital Marketing Specialist

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Currently in Saudi Arabia | Requires employer-sponsored work authorization and residency processing

PROFESSIONAL SUMMARY

Brand development and digital marketing specialist with 8+ years of market experience delivering visual identity, graphic design, digital content, commercial facade, and web experience projects. Combines visual thinking, digital execution, and AI-assisted workflows to improve production efficiency and output quality.

CORE COMPETENCIES

Brand Development | Visual Identity | Graphic Design | Digital Marketing | Social Media Content | Commercial Facade Design | Web Design & Development | UI/UX | Print & Packaging | AI-Assisted Workflows

PROFESSIONAL EXPERIENCE

Independent Brand Development & Digital Marketing Specialist | Independent Projects | 8+ years of market experience
Brand systems: Develop visual identities and brand systems for packaging, print, digital touchpoints, and commercial applications.

Digital content: Create social media and campaign assets that maintain message clarity and brand consistency.

Physical and digital presence: Design commercial facade concepts and responsive web interfaces that connect offline and digital brand presence.

Workflow: Use AI-assisted workflows to support research, ideation, and production while retaining creative direction and quality control.

SELECTED PORTFOLIO WORK

Reef Al Falah Restaurant — Visual identity and applications including packaging, print materials, uniform, and signage concepts.

White Label — Digital communication campaign for a logistics service, including platform-ready content assets and visual messaging.

Loqma Ladhidha — Commercial facade design concept aligning color, typography, lighting, and street-level brand presence.

Al Hamra Grills — Visual food content, digital menu, and web-interface design for product presentation and ordering flow.

KAWALEB — Responsive real-estate landing page design and user-interface concept.

PROFESSIONAL TRAINING

Professional diploma studies in Graphic Design, Digital Marketing, Interior Design, and Commercial Facade Design.

TOOLS

Adobe Photoshop | Illustrator | InDesign | Figma | Next.js | React | Tailwind CSS | SketchUp | AutoCAD | Google Ads | Meta Ads | AI-Assisted Design Workflows

LANGUAGES

Arabic: Native | English: Good