

# FARHAN LATIF

## AI-Powered Design Director & Creative Technologist | Dubai, UAE

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Case Studies: [www.farhanlatif.net](http://www.farhanlatif.net) | Languages: English/Urdu

### PROFESSIONAL SUMMARY

AI Design Director with 12+ years leading design across Fintech, E-commerce, FMCG and Telco in MENA & APAC. Specialist in building AI-integrated design systems, product experiences and high-performance rich media that connect creative excellence with business growth. Proven track record spanning **AED 18M E-commerce campaigns**, **AED 10M single-month sales** and **\$115K annual profit** from programmatic rich media. Experienced in leading distributed teams of 8+ designers and scaling creative **2X** production through Generative AI and intelligent workflows.

### CORE SKILLS

- **AI & Generative:** AI-assisted Design · AI Workflows · Creative Automation · Midjourney · Runway · Artlist · Sora · Adobe Firefly · Gemini · Claude · ChatGPT
- **Design & Product:** Figma, Design Systems, UX/UI, Product Design, E-commerce UX, Webflow, Adobe CC (PS, Illustrator, AE, XD, InDesign), Keynote.
- **AdTech & Rich Media:** Google Web Designer, NEXD, Bonzai, Programmatic Creative, Experiential Rich Media, Visual Studio Code.
- **Leadership & DesignOps:** Product Ideation, Brand Strategy & Design Worlds, Team Leadership (8+), Cross-functional Collaboration, Performance Marketing.

### PROFESSIONAL EXPERIENCE

#### Sr. Director, Digital Design | Platformance.io | Dubai, UAE | May 2024 – Present

Lead AI-first design transformation across 5 business units, partnering with Head of Strategy, Creative Director, and AI Product Heads to rebuild design ecosystems.

- Designed **PerformR – MENA's first AI Influencer Marketing App** — owning end-to-end UX, design system, and motion language using Figma + Claude + Lovable.
- Built Luvn Deals coupon app and website UX/UI, driving **6x user growth** through new coupon-selling features focused on customer-centric flows and scalable components.
- Developed first **AI Rich media builder tool**, owning product ideation, UX system, and motion; collaborated with engineering to **reduce production time by 70%** and enable dynamic personalization.
- Led the experiential rich media unit, **delivering \$115,000 in annual profit** through high-impact programmatic units for regional clients.
- Engineered AI-powered workflow (Midjourney / Runway / Firefly + After Effects) to scale visual execution, **establishing 2X faster delivery, brand consistency**, and AI quality standards.

### **Creative Design Head | The PetShop (PetsVille) | Dubai, UAE | Oct 2023 – May 2024**

Led 360° visual rebrand for premium E-commerce brands The PetShop & PetsVille across digital, social, retail and print.

- Led the creative direction for the 'November Unleashed' campaign, generating **AED 18M in revenue** the highest in brand history.
- Delivered **10M AED** in single-month sales across E-commerce, online and in-store (**2x YoY**) through performance-driven creative communication.
- Managed design + animation team of 6, implementing E-commerce best practices for conversion focused storytelling.

### **Sr. Design Director | Ogilvy | Islamabad / Dubai | Mar 2019 – Sep 2023**

Led high-performing visual team (8 designers) for Easypaisa, Pakistan's leading fintech (**40M+ users**), and Coca-Cola.

- Directed Easypaisa's 360° rebrand from OTC to digital-first brand, leading rollout across OOH, print, web, app, and end-to-end UX.
- **Award-Winning Campaigns:** Raahi First ever brand Web Series, Eidipaisa, Torn Currency (Money Transfer), Telco Agnostic – Every Number is Welcome.
- Standardized design system, winning client pitches and mentorship program, improving team **delivery speed 2X** and quality across fintech and FMCG portfolios.
- Presented visual strategy directly to C-suite and clients, translating business KPIs into customer-centric UX.

### **Early Career – Creative Visualizer and Design Director Roles | 2011 – 2019**

- **Saatchi & Saatchi (2017-2019):** Led digital design team for Jazz, VEON, JazzCash, including VEON App launch, Jazz 4G rollout, & JazzCash thematic campaigns.
- **Adcom Leo Burnett (2013-2017):** Built digital design systems for **Telenor Corporate, 3G/4G Brand Launch**, Truthful Partner & Rawan Song: 4x PAS Best Digital Awards.
- **VMLY&R (2011-2013):** Visualizer for United States Aid Program, Zong Man United, and Time Pay – print + digital campaigns for national rollout.

### **AWARDS & RECOGNITION**

- 9x EFFIE Awards · 3x Dragons Asia · 2x One Show Asia Showcase · 1x MAD Star Crystal · 4x PAS Best Digital Campaigns, Easypaisa & Telenor Brands · Behance Portfolio Review Winner

### **EDUCATION & CERTIFICATIONS**

- **Bachelor's in Visual Communication Design:** National College of Arts (NCA)
- **AI Fluency Certifications:** AI-Driven Strategic Brand Design & Storytelling – Coursera | Foundations of User Experience (UX) Design – Google / Coursera | Google Essentials Art of Prompting – Google / Coursera | AI Framework and Foundations - Anthropic | Prompt Engineering & GPT-4 Foundations – LinkedIn Learning.