

Surah Fayed

SENIOR DESIGNER · ART DIRECTOR

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Available for London roles · Seeking UK Skilled Worker visa sponsorship

Professional Summary

Art director and designer creating identity systems, campaigns and brand worlds for international and culturally rooted luxury brands across the Gulf and Egypt. Turns human and cultural insight into single minded ideas, from archival research for a heritage jewellery house to a full brand world for a new jewellery and accessories house.

Combines strong conceptual thinking and craft with an MA from the Royal College of Art. Presents with confidence to founders and executive teams, and has built and mentored a creative team of five. Seeking the Senior Designer / Art Director role at Design Bridge and Partners.

Key Skills

BRAND DESIGN: Brand Identity Systems · Visual Language · Brand Worlds · Campaigns and Communications · Packaging Direction · Typography and Layout

IDEAS: Insight Led Ideas · Conceptual Thinking · Cultural and Archival Research · Visual Territories · Mood Boards · Words, Image, Motion and Experience

COLLABORATION: Working with Creative Directors, Strategists and Writers · Client Presentation · Mentoring Midweight and Junior Designers · Concept to Delivery

MARKETS: Luxury Jewellery, Fashion and Beauty · International and GCC Brands · Arabic, English, Indonesian and French

TOOLS: Adobe InDesign, Illustrator, Photoshop and Premiere Pro · Figma · Midjourney · Microsoft Office

Professional Experience

INDEPENDENT PRACTICE

CREATIVE DIRECTOR | Global | 2023 to Present

- **Identity Systems & Brand Worlds.** Create identity systems, visual territories, campaigns and brand worlds for fashion, jewellery, beauty and culture clients, from first insight and reference to finished rollout.
- **Client Presentation.** Present concepts, presentation and pitch decks to founders and executive teams, defending ideas and refining them through feedback.
- **Shoot Direction.** Direct shoots and content with photographers, stylists and post production teams, holding visual consistency across social, digital and editorial.

ROVYLA

CREATIVE DIRECTOR & BRAND WORLD BUILDER | Jewellery and Accessories House | 2026 to Present

- **Brand World & Visual Language.** Building the full brand world for a new house: identity direction, visual language, packaging direction and launch aesthetic.
- **Product Story & Campaign.** Shaping the product story, campaign mood and reference universe that define how the brand looks, feels and speaks.

PRIVATE CLIENT

FREELANCE CREATIVE DIRECTOR | Saudi Arabia and UAE | June to July 2026

- **Insight to Idea.** Turned brand strategy and customer insight into an annual campaign framework, art direction rules, brand language and seasonal campaign concepts across digital, retail, social and customer experience.
- **Creative Leadership at Scale.** Built a repeatable creative system used by designers, editors, content teams, branch staff and sales teams, connecting visual identity, campaign execution and commercial offer strategy.

FAYENDRA JEWELLERY

ACTING CREATIVE DIRECTOR | Dubai | 2024

- **Identity Refresh & Brand Guardianship.** Refreshed the brand identity across web and social and acted as brand guardian, keeping visual consistency across retail in Saudi Arabia and the UAE.

- **Seasonal Campaigns.** Directed five seasonal campaigns end to end, from creative brief, references and set direction through shoot, image selection, retouching and final delivery across Instagram and paid media.
- **Audience Growth.** Grew the audience by roughly 100,000 followers, lifted reach by 40 percent and surpassed one million views through campaign and content art direction.
- **Team Leadership.** Built and led a creative team of five, including photographers, designers, a consultant art director with De Beers and Cartier experience and a strategist from Hermès.

AZZA FAHMY JEWELLERY

CREATIVE CONSULTANT & DESIGN RESEARCHER | Cairo | 2025

- **Archival Research.** Directed cultural and archival research into collection narrative, motifs and art direction for a heritage jewellery house.
- **Strategy Document.** Built visual reference frameworks and a brand strategy and art direction document for executive review.

ADDITIONAL ENGAGEMENT

2025

- **L'Objet, London.** Luxury sales and design associate in the flagship store, advising high net worth clients on visual merchandising and product storytelling for a premium homeware and lifestyle house.

HAREBRIDGE MIDDLE EAST

DESIGN MANAGER | Regional | 2022 to 2023

- **Brand & Editorial Design.** Led brand, visual identity and editorial design across regional projects, coordinating creative deliverables from brief to final production.

Education

MA Environmental Architecture | Royal College of Art, London | 2025

Core spatial project selected for the official RCA global showcase campaign. Commended by the jury as 'inventive' and 'gifted' for atmospheric, sustainable and material design work.

Graduate Diploma in Art & Design, Distinction | Royal College of Art, London | 2024

Bachelor of Fine Arts, Distinction | American University of Beirut, Beirut | 2022

Further Training

Certificate in Sustainability Leadership | Imperial College Business School | 2024

Exhibiting Architecture | AA Visiting School, Kunsthalle Zürich | 2024

Civic Design, CPD | The Bartlett School of Planning, UCL | 2023

AA Summer School, Unit 5 | Architectural Association, London | 2022

Foundation Year in Architecture | Newcastle University | 2022

Languages

Arabic, English, Indonesian (Fluent) · French (Working)