

# Farah Ajlyakin

Brand Designer | Motion Designer | Graphic Designer

Dubai, UAE

+971 50 435 3633

farah.ajlyakin@gmail.com

[LinkedIn ↗](#)

[Portfolio ↗](#)

---

## PROFILE

Bilingual Brand and Motion Designer with 6 years of experience in branding, shaping how brands look and move. Specialised in translating brand strategy into cohesive visual experiences, from audits and concept development through to guidelines and rollout, bringing ideas to life through design and motion across formats and touchpoints. Confident moving between tools and disciplines to take each project from first sketch to final execution.

---

## CORE EXPERTISE

### DESIGN SKILLS

Brand Audits | Concept Development | Design Thinking | Visual Storytelling | Visual Identity Systems | Design Systems | Logo Design | Layout & Grid Design | Brand Guidelines | Art Direction | AI-assisted Ideation | Client Presentation

### MOTION SKILLS

Brand Motion Systems | Motion Principles & Behaviour | Motion Guidelines | Motion for Brand Identity | Logo Animation | Bilingual Kinetic Typography | Storyboarding | 2D & 3D Animation

---

## PROFESSIONAL EXPERIENCE

### Brand and Motion Designer

Landor | Dubai, UAE | 2022 – 2026

- Led brand visual audits across touchpoints, turning findings into insights that shaped new identity systems.
- Translated brand strategy and positioning into creative directions aligned with each brand's purpose.
- Defined creative routes in the concept phase, using visual storytelling to translate strategic thinking into meaningful concepts.
- Designed visual identities, from logo design and design principles to visual language and supporting brand assets.
- Created brand guidelines, applications and mockups across print and digital.
- Extended identities into motion through logo animations, motion graphics and animated brand assets.
- Developed motion guidelines, establishing the principles and behaviours that define how each brand moves across screens.
- Partnered with strategists, creative directors, analysts and client service teams from early thinking to final rollout.

### Graphic and Motion Designer

Gravity Communication Agency | Damascus, Syria | 2018 – 2020

- Designed logos and brand identities, including logo animations and supporting visual assets.
- Developed creative concepts and visual assets for campaigns, events and promotional communication.
- Designed static and animated social media content, adapting visual solutions across platforms and formats.
- Applied brand visuals across print, digital and event touchpoints while maintaining consistency.

---

## TECHNICAL SKILLS

**Software:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Media Encoder) | Figma | PowerPoint | Miro | Blender

**AI:** Midjourney | Runway | Higgsfield | WPP Open | ChatGPT | Claude

---

## EDUCATION

Damascus University | Bachelor's in Visual Communication, Faculty of Fine Arts | 2018

Two Certificates of Academic Excellence

---

## AWARDS

**Gold | Transform Awards MEA, Best Visual Identity from the Education Sector | 2026**

Asaan | Landor | Part of the design team behind the award-winning project.

---

## PROFESSIONAL DEVELOPMENT

One Million Prompts | Fundamentals of Animation | Adobe After Effects | Introduction to Artificial Intelligence | Design Thinking in the Age of AI

---

## LANGUAGES

Arabic (native) | English (Professional working proficiency)