

Farah Ajlyakin

Brand Designer | Motion Designer | Visual Identity Systems

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PROFILE

Brand and Motion Designer with 6 years of experience translating brand strategy into distinctive visual identities and design systems. Passionate about concept-driven, strategy-led design that creates meaningful brand experiences across multiple touchpoints. Experienced in developing visual identities, scalable brand systems, and extending identities into motion to bring brand stories to life through engaging visual experiences.

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 | 3D Visualisation | AI-assisted Ideation | Creative Problem Solving | Client Presentation | Cross-functional Collaboration

MOTION SKILLS

Concept Development | Motion Systems | Motion Principles | Motion Behaviour | Brand Motion | Motion for Brand Identity | Logo Animation | Kinetic Typography | Storyboarding | Timing & Easing | Motion Guidelines | Sound-led Timing | 2D Animation | 3D Animation

PROFESSIONAL EXPERIENCE

Brand and Motion Designer 2022 – 2026
Landor | Dubai, UAE

- Conducted detailed brand visual audits across multiple touchpoints, assessing visual consistency and identifying insights that informed decisions around visual systems and identity development.
- Translated brand strategy and positioning into creative visual directions, ensuring design solutions aligned with the brand's purpose, objectives, and strategic goals.
- Contributed to conceptual phases by developing and presenting creative design routes, using visual storytelling to translate strategic thinking into meaningful concepts aligned with the brand's positioning.
- Designed logos and developed visual identity systems by defining design principles, visual language, and visual assets to create cohesive and scalable brand experiences.
- Developed comprehensive brand guidelines by translating visual systems into structured documentation, layouts, applications, and mockups, demonstrating how identities could be consistently applied across different brand touchpoints.
- Extended brand identities into motion by creating logo animations and motion graphics, while developing motion principles and guidelines to ensure consistent brand expression across moving touchpoints.
- Collaborated with strategists, analysts, designers, creative directors, and client service teams throughout the process, from early concepts through final rollout.

Graphic and Motion Designer 2018 – 2020
Gravity Communication Agency | Damascus, Syria

- Contributed to logo design and brand identity projects, including the creation of logo animations and supporting visual assets.
- Developed creative concepts and visual assets for campaigns, events, and promotional communication materials.
- Designed static and animated social media content, adapting visual solutions across different platforms, formats, and communication needs.
- Applied and adapted brand visuals across print, digital, and event touchpoints while maintaining consistency across communication channels.

TECHNICAL SKILLS

Software — Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe After Effects | Adobe Media Encoder | Figma | Microsoft PowerPoint | Miro | Blender (Intermediate)

AI — Midjourney | Runway | Higgsfield | WPP Open | ChatGPT | Claude

EDUCATION

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

AWARDS

Awarded two Certificates of Academic Excellence during undergraduate studies for outstanding academic performance.

PROFESSIONAL DEVELOPMENT

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

LANGUAGES

Arabic | English