



Shahab. Sayed
Sr. Graphic Designer

PERSONAL INFO



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Date of Birth: 10-12-1965
Passport: U0696389
Expiry: 08-06-2030

LANGUAGES KNOWN

English ██████████
Hindi ██████████
Marathi ██████████

CAREER OBJECTIVE

To attain the position of **"Sr. Graphic Designer"** in your esteemed organization and utilize years of experience in creativity and innovative skills in conceptualising, designing and finalising all types of print media and publishing jobs to the best of my ability.

I work on Mac Platform using Adobe CC & PowerPoint. Also have knowledge of After Effect, Google Slide & Apple Keynote. Can also handle Arabic, Marathi, Hindi, artworks with confidence. Can work independently and in teams with a set deadline.

ACADEMIC QUALIFICATION

Bachelor of Arts - BFA (Applied)
1985-90
Sir JJ Institute of Applied Arts

PROFESSIONAL QUALIFICATION

Graphic Design

Software Skills (Mac Platform)

Can comfortably handle software like Illustrator (Middle East Version), Photoshop-(GIF, Web Banner), InDesign. (Premiere Pro, After Effects & PowerPoint - Basic), Google Slide & Apple Keynote (Presentation App).

Capabilities

Experience in print media, 2D Designs for exhibitions & display works, handling printing jobs, production, and all advertising-related requirements.

Can handle ARABIC ARTWORKS comfortably and with eases.

PERSONAL SKILLS

Illustrator ██████████
InDesign ██████████
Photoshop ██████████
Premiere Pro CC 2017 ██████
Adobe After Effect 2017 ██████
PowerPoint ██████████

WORK EXPERIENCE

July 2011 - August 2020
Senior Graphic Designer
Outreach Advertising LLC, Dubai.

2010- June 2011
Senior Graphic Designer
Capital Marketing LLC (Outdoors)

January 1998 - 2010
Traffic Controller/Sr. Graphic Designer
*Concept Today FZ LLC
Dubai Media City, UAE.*

June-1993 – 1997
Senior Graphic Designer
*Majlis Advertising
A Yusuf Bin Ahmed Kanoo Company (Saudi Arabia) and a franchise of Pangulf Publicity (Bates Pangulf – BPG), Dubai, UAE.*

1991 – June 1993
Finishing Artist
Lintas (India) Ltd, Mumbai, India.

May 1987 – 1990
Studio Intern / Artist
Fast Forward Design & Advertising, Mumbai, India.

BRANDS HANDLED

GiaPenta, Chevron, Aggreko, Ducab, Postcard Millionaire, Cellucom, Grand Stores, Western Furniture, United Furniture, Heineken, Pantech - Korea, Interman, SNTTA

MAGAZINE HANDLED

DARE ME (Nestlé Inhouse Newsletter)

DMG Events Catalogues: ADIPEC, The BIG5 Saudi, EGYPS, HVACR, The Hotel Show-Saudi, Saudi Entertainment & Amusement, Book of Dubai 2012, etc.

Counselling Point: Head Start 2018 - 2020

EGYPS
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www.egyps.com

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2011

the hotel show
www.thehotelshow.com

The Office Exhibition
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15 - 17 May 2017
Dubai World Trade Centre
thaofficeexhibition.com

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FM EXPO SAUDI
SAUDI CLEAN EXPO

دليل المعرض
SHOW GUIDE
٢٨ - ٣٠ يناير | مساء ٤ - مساء ١٠
28 - 30 January 2019 | 4pm to 10pm

www.showguide.com

SHOW CATALOGUE

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Jeddah Centre For Forums & Events
21 - 22 April 2019
thsaudioonsubarabia.com

SHOW CATALOGUE

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AND AMUSEMENT
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مؤسس الشركة المبدع في الشرق الأوسط وشمال أفريقيا

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غناء أكثر
للأطفال
الصغار!

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مؤسس الشركة المبدع في الشرق الأوسط وشمال أفريقيا

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في سنته إيران

رؤية لوجستية كبرى في الشرق الأوسط وشمال أفريقيا
أولويات والتزامات ٢٠١٥

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اطلاق قهوة "نسكافيه أريمانا" في سوق
المنطقة العربية السعودية
فرصة عائدات بقيمة ٣٥ مليون دولار

انتشاح بنسنت المانيا برنغمان
مؤسس الشركة المبدع في الشرق الأوسط وشمال أفريقيا

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Creating Shared Value

KITKAT begins
Syrian journey

TOP BRASS APPLAUD
positive strides made by
the Nutrition Business in the region

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Nestlé NIDO:
Precious expressions
of love

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مؤسس الشركة المبدع في الشرق الأوسط وشمال أفريقيا

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Her Majesty Queen Rania
endorses Ajyal Salima

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مؤسس الشركة المبدع في الشرق الأوسط وشمال أفريقيا

7 STEPS TO SAFE FOOD

1 SELECTING
WE CREATE SAFE AND HEALTHY RECIPES



2 SOURCING
WE SOURCE FRESH, TASTY AND NUTRITIOUS INGREDIENTS



3 SANITISING
WE FOLLOW RIGOROUS HYGIENE PRACTICES



4 SEPARATING
WE SEGREGATE INGREDIENTS AND FOOD TO PREVENT CROSS CONTAMINATION



5 SERVING
WE COOK AT THE RIGHT TEMPERATURE FOR SAFE CONSUMPTION



6 STORING
WE STORE AND USE AT OPTIMUM CONDITIONS TO PREVENT GROWTH OF DANGEROUS MICROORGANISMS



7 SHARING
WE SHARE OUR KNOWLEDGE. WE ALL CONTRIBUTE TO SAFE FOOD



YOUTH Employment

TOGETHER PROMOTING YOUTH EMPLOYABILITY

OUR OBJECTIVE: 1,732 young people employed in the Middle East

OUR ACTIONS TO DATE: 1,732 young people employed in the Middle East

YOUTH Employment at Nestlé Middle East is driven by three basic pillars:

- INTERNSHIPS**
20 interns were hired at United Office, Bahrain, various countries and across different factories.
- CAREER TRAINING**
The Nestlé Center of Excellence (NCE) has already trained 88 graduates to the following program areas: Business Executive, Retail Sales Development and Sales Training, A Nestlé Training Academy founded in 2012 in Saudi Arabia and in 2014 in Oman.
The Graduate Development Programme has hired 37 graduates since 2006. It is a three-year individual development programme that aims to recruit the top graduates from leading universities in the region. The programme covers Marketing, Sales, HR, Finance and General Supply Chain and Logistics.
- CAREER ADVISING**
Working with universities across the region to offer expert advice to students in the areas of readiness for work, employability, business and corporate environment and leadership.

Local talent pool in 2012. The Nestlé team in the Middle East makes education and career advice and develops the skills and employability of young people across the region.

FINANCIAL PERSONALITIES OF COUPLES

WHICH ONE ARE YOU?

ALL IN!

- Would you prefer to let your spouse handle all finances?
- Do you think your mate is making a mess of finances?
- Do you trust each other totally where money is concerned?

50:50

- Do you think: Why should I share my credit card bill details?
- Are you a stickler for financial privacy?
- Would you prefer to give your mate some financial space?

ALL OUT!

- Are you constantly being reined in by a supersaver spouse?
- Is your better half's lavish spending giving you an ulcer?
- Does one of you have 40 pairs of shoes and the other have only 4?

IDEAL FOR:
"Only one of us has a head for numbers and we do EVERYTHING together."

IDEAL FOR:
"I love you to the moon and back, BUT I also like my privacy"

IDEAL FOR:
"I'm a spender, married to a saver and both of us are STRESSED about it."

What's your financial model as a couple and how's it working out?

VAT's the deal with this whole tax thing?

The end of the tax-free era in the UAE

VALUE ADDED TAX (VAT)

WHAT IS IT?
VAT (also known as goods and services tax, or GST, is a consumption tax imposed on a product at each stage of production, before the final sale. In the UAE, the tax will be calculated as a **PERCENTAGE OF THE RETAIL SALE PRICE** of a product.

HOW MUCH IS IT? **5%**

WHAT EXEMPT?

- Food
- Essential commodities
- Hospital bills
- School fees
- First sale of new homes
- Residential leases...

There is a list of just under 100 items or categories of goods and services that will not be subjected to VAT.

WHEN DOES IT START?
January 1, 2018

EXCISE DUTY (SIN TAX)

WHAT IS IT?
Excise is a levy imposed on the manufacturer, not the customer. It is often used to make unhealthy products such as **CIGARETTES, MIDWAK, SHEESHA, FAST FOOD**, etc. more expensive, hence the nomenclature 'Sin Tax'.

HOW MUCH IS IT?

50% ON SOFT DRINKS

100% ON TOBACCO PRODUCTS AND ENERGY DRINKS

WHEN DOES IT START?
October 1, 2017

VAT

SOURCE: UAE Federal Tax Authority, Media Reports. INFOGRAPHICS BY White Paper Media

CSV AT A GLANCE:

Our focus and work on (Nutrition, Water & Environment and Rural Development) best highlights our commitment to Malaysia as the leading Nutrition, Health and Wellness corporation. It is all about doing well by doing good!

NUTRITION

Our Commitment to Nutrition:

- 228 tonnes of ready-to-eat products compared to 2005
- 2.9 billion servings of nutritious and fortified fruits and beverages
- 100% of our children's products meet the Home National Foundation's established NTC criteria

Our Retail Commitment:

- Biggest hotel provider in the hotel sector
- Recognised as the Hotel Chain of Excellence

Grassroots Sports Development:

- 12,000 school children ready to showcase their sporting ability
- MILU One Student One Sport (Mand' Sukan) will continue to cultivate the sporting culture among school children

Nestlé Healthy Kids Programme:

- Reaching out to: 10,000 schools, 177 teachers, 568 food partners, 370 teachers

RURAL DEVELOPMENT

With **Paddy Club** and **CHILLI CLUB**:

- above 6.4MT/ha to 3.7 MT/ha
- 70% increase in monthly income
- 871 hectares of land
- 388 farmers' livelihoods
- 112 farmers & 506 metric tonnes of rice production
- Nestlé and F&L (Coca-Cola) 11 kindergartens

WATER & ENVIRONMENT

Project Rileaf: Aims to reforest 2,400ha of land along the lower Kinabatangan River

- More than 250,000 trees planted
- 5 of 6 factories achieve zero-waste to water
- Zero Landfill
- Energy Usage: 7.5% savings
- Water Usage: 4% savings

Nestlé's Reaching Out to Community and Kids (ROCKS) Employee Volunteer Programme:

- 16 working hours / 2 working days annually reserved for employees to be involved in various social and community activities
- Monthly events include serving the poor, donating, single family, playfully disabled and kids' fundraisers and the Giving Aid community.

Want to know more? Visit www.nestle.com.my/csv

Sand artist Shayma enchants 270 global Nestlé leaders at the Nestlé 150 Years gala dinner in Vevey

NNE HD As the leading provider of content across Nestlé has a long-standing commitment to nutrition, health and wellness. Our dedicated teams of Nutrition and Science experts are continuously improving our content to make them more nutritious without compromising on great taste. The new Nestlé FITNESS formula is the latest result of our outstanding efforts in listening to consumers and responding with a great product.

The 270 gala dinner attendees experienced an animal celebration of the 150th anniversary of Nestlé's founding in the evening spent in Vevey, nestled in the heart of the Swiss Alps. The evening was a mix of entertainment, networking and business. The gala dinner was held at the Grand Hotel de Vevey, a historic building that has been the venue for many of Nestlé's most important events.

Shayma's innovative performance was selected by long-standing Nestlé leaders. Nestlé CEO Peter Brabeck-Letmathe, Nestlé Chairman & CEO Peter Brabeck-Letmathe, Nestlé President & CEO Nestlé Waters North America, Nestlé President & CEO Nestlé Waters Europe, Nestlé President & CEO Nestlé Waters Asia, Nestlé President & CEO Nestlé Waters Africa, Nestlé President & CEO Nestlé Waters Latin America, Nestlé President & CEO Nestlé Waters Middle East, Nestlé President & CEO Nestlé Waters India, Nestlé President & CEO Nestlé Waters China, Nestlé President & CEO Nestlé Waters Southeast Asia, Nestlé President & CEO Nestlé Waters South America, Nestlé President & CEO Nestlé Waters Mexico, Nestlé President & CEO Nestlé Waters Central America, Nestlé President & CEO Nestlé Waters Caribbean, Nestlé President & CEO Nestlé Waters Africa, Nestlé President & CEO Nestlé Waters Asia, Nestlé President & CEO Nestlé Waters Latin America, Nestlé President & CEO Nestlé Waters Middle East, Nestlé President & CEO Nestlé Waters India, Nestlé President & CEO Nestlé Waters China, Nestlé President & CEO Nestlé Waters Southeast Asia, Nestlé President & CEO Nestlé Waters South America, Nestlé President & CEO Nestlé Waters Mexico, Nestlé President & CEO Nestlé Waters Central America, Nestlé President & CEO Nestlé Waters Caribbean.

For our Chairman & CEO Peter Brabeck-Letmathe, a special dinner took place. When I saw Shayma's show for the 150th anniversary celebration, I was very impressed. I was looking for the idea to use her to celebrate Nestlé's 150th anniversary as well. Shayma performed her journey through Nestlé history for the first time at the global level. She was in Dubai for the first time. I am very proud that she was invited to the main article, and for the official 150 Years gala dinner. Our goal was to be able to extend her audience with her outstanding talent.



Nestlé FITNESS now is better than ever! Improved Nutrition... Same great taste...

SUGAR
Old Recipe 17.2%
New Recipe 11.8%

WHOLE GRAINS
Old Recipe 87.5%
New Recipe 90.8%



THE NEW RECIPE: MORE WHOLEGRAIN, LESS SUGAR



HOW DID WE DO IT?

We wanted to retain the same great taste, without adding artificial sweeteners. We first replaced some of the sugar with whole grains. Then we reduced the amount of sugar in the bowl while keeping a comparable amount of sugar on the coating. (In the coating, more fiber content with the taste in the mouth, it provides most of the perceptible sweetness.) The final recipe has the sweetest taste in the field among hundreds of cereals.

Check out our video on Facebook!

<http://on.fb.me/15t27D>

WHAT ABOUT OUR FLANKERS?

The Nestlé FITNESS Flankers range has also benefited from the new recipe with the addition of more grain, fiber and protein and up to 31% less sugar compared to the previous recipe and the market average.



RIGHT SIZING FOR SMALLER PORTIONS

What we eat matters, and so does how much we eat.

Did you know our food intake is influenced by a multitude of external factors? At the Nestlé Research Center, we've found that introducing changes to food sensory properties helps us to make better choices.

This is a novel way that Nestlé is responding to meet consumer's needs and offer positive solutions to the nutrition challenges we face. This complements educational methods and efforts to improve the nutritional composition of products, which often aren't enough on their own!

1. PORTION, PACK AND DISHWARE SIZE EFFECT



2. UNIT EFFECT



3. TEXTURE EFFECT



4. SHAPE EFFECT



We are enhancing quality of life and contributing to a healthier future by developing sensory based food design strategies across our food and beverage portfolio.

What makes Superfoods so "super"?

There has been a lot of buzz around the new trend of "superfoods" that is growing in popularity for the day and getting a lot of attention from consumers who are curious to know more about this new trend. Many people think that getting superfoods will prevent them from many diseases and health issues, but the truth is, all of these foods are not created equal. Some are "super" foods or even a "super" food. However, many of these foods are known to be packed with nutrients such as vitamins, minerals, antioxidants and fiber that benefit our health when incorporated regularly into a healthy balanced diet.

Below is a list of some of the most commonly recognized superfoods: Common Superfoods and their benefits

<p>BERRIES Say "YES" to Healthy Cells</p> <p>In addition to being very good sources of different vitamins and minerals, blue, black, raspberries, raspberries and strawberries have high levels of antioxidants called flavonoids, help protect healthy body cells from being damaged.</p>	<p>NUTS, LEGUMES & SEEDS A little goes a long way</p> <p>Good sources of protein and healthy fats (Omega 3 and 6) when eaten in moderation. Examples include chickpeas, unrefined sunflower seeds, almonds, pecans, peanuts.</p>
<p>PUMPKIN The easy "A" to your body</p> <p>A vegetable that is low in calories, high in fiber and high in vitamin A. This plant is also known to support your digestive functions and vitamin A is one of the essential vitamins to help protect vision.</p>	<p>QUINOA The Super hero of Grains!</p> <p>Often referred to as a supergrain, quinoa is actually a gluten-free seed considered as one of the most nutrient-dense carbohydrates foods available. It is high in fiber and high quality protein and is packed with minerals such as iron, copper, manganese and phosphorus.</p>
<p>KALE The "Darkside" of goodness</p> <p>A dark green leafy vegetable packed with nutrients such as vitamins A and C, potassium, fiber and antioxidants. Vitamin C supports the function of a healthy immune system and potassium helps maintain or lower blood pressure and muscle function.</p>	<p>YOGURT Welcome Probiotics!</p> <p>A dairy product that provides a good source of protein, vitamin C, calcium which not only supports the growth/maintenance of normal bones, but also helps release energy from food in the body and Probiotics which are beneficial bacteria that help promote a healthy gut.</p>
<p>SALMON Hello Omega 3!</p> <p>A fatty fish high in Omega 3, essential fatty acids that can promote heart health, and a good source of protein which helps maintain muscle mass and overall health.</p>	<p>DARK CHOCOLATE A little less guilt in pleasure</p> <p>For your relaxing moments, and to avoid the feeling of guilt every time you reach out for a piece of chocolate, dark chocolate is packed with antioxidants with powerful properties that help protect the healthy body cells against damage. Not all dark chocolate is created equal. Look for products that contain at least 70% cocoa content and other healthy ingredients.</p>

In summary, including the consuming and type of food may prevent you from gaining the benefits of other essential nutrients your body needs. So although these "superfoods" carry different benefits to their consumption, the key to a healthy body and mind is a balanced and varied diet inclusive of all the food groups along with regular physical activity.



Chartered Flight Services



Crystalix (India) Ltd.



Jacky's Electronics - Audio-Video Systems



The Millionaire Co. (AED 100,000 draw prize)



RAK-World Bank Investors Conference 2005



The Total Office - Office Furniture Showroom



Mineral Water



Thomas Cook Al Rostamani programme



Identity for Heineken Movies Promotion



Home Appliances brand



JVC Electronics - DigiVision 2003 Xperience



Geologistics - Logistics for the real world



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Wireless technology
The evolution of photography

Ever at the forefront of digital imaging technology, Nikon yet again breaks new ground and sets new standards with the new COOLPIX P110, the world's first compact digital camera with integrated Wi-Fi LAN. Now you can download images to your computers and printers (with optional accessories) as you shoot, streamlining performance and workflow for greater power and flexibility.

With it one of the many innovative features built into the COOLPIX P110 is Nikon's new BrightLight Matrix Customization selecting advanced lighting conditions. Face Priority, In-camera Red Eye Fix, AutoFrame Priority with a smart crop 8 mega pixel (7: 5.1 mega pixel) CCD that can capture up to 2.2 frames per second (2.3 frames per second), Advanced Scene Modes available on the SLR. Some models with other different lenses (Standard, AFNEX E, AFNEX 2), and make other new features to further enhance picture quality, the new COOLPIX P110 literally jumps the boundaries of the possible.

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Summer Temptations

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