

MOHAMMED BAHADI

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Professional Summary

Senior Graphic Designer with over nine years of experience in visual design, creative direction, and managing design teams across prominent sports and commercial organizations. Proven track record of delivering impactful visual projects that strengthened brand identity and increased audience engagement. Distinguished in the use of advanced design tools and in executing high-quality visual campaigns. Highly skilled in cross-functional collaboration to ensure consistent and professional creative output.

Education

Professional Diploma in Visual Design and User Interface Design | Anas Academy of Arts – London | 2025

- GPA: 5/5 | Graduated with First-Class Honors

Professional Experience

Grintafy – Football Talent Discovery Platform | UI/UX Design Lead | 2024 – Present

- Designing user interfaces that align with UI/UX standards and user needs
- Enhancing app experience through interactive, performance-based screen designs
- Collaborating with development teams to ensure functional alignment with visual design
- Producing high-fidelity prototypes for usability testing and feature evaluation
- Establishing a unified visual system for the platform's digital presence

Grintafy – Football Talent Discovery Platform | Senior Graphic Designer | Nov 2021 – 2024

- Initiated involvement in UI/UX design, contributing to the early visual and experiential development of the app
- Improved multiple aspects of user interface, leading to measurable enhancements in user interaction
- Built a strong foundation in UI/UX design that resulted in a natural transition to UI Design Lead in 2024
- Designed promotional campaigns for talent trials and distributed content across social media platforms
- Produced visual assets for events, including banners, booths, flags, and backdrops
- Supervised on-ground execution to ensure print and production quality
- Created a consistent field branding system that enhanced the experience for participants and organizers
- Executed over 30 events in partnership with major local and international entities such as: Serie A, Al-Ittihad FC, Al-Ettifaq FC, NEOM, AIUla, Cádiz CF, and CD Leganés

Al-Ahli Saudi Club – Media Center (Remote) | Head of Design | Nov 2021 – Aug 2024

- Led the design team remotely after transitioning to the private sector
- Designed welcome visuals and promotional content for high-profile player signings including Riyad Mahrez, Édouard Mendy, Franck Kessié, and Firas Al-Buraikan
- Produced national visual campaigns in support of Saudi Vision 2030 and the FIFA World Cup
- Designed the official championships schedule in collaboration with the Club's Championship Documentation Committee, achieving wide digital reach and fan engagement
- Oversaw matchday creative coverage including matchday posts, next match visuals, motivational content, win graphics, and global match time designs

Al-Ahli Saudi Club – Media Center | Head of Design | 2019 – 2021

- Managed the design department and led creative production across all club activities
- Developed brand identities for major events and internal projects
- Collaborated directly with the CEO and honorary members to produce the governance documentation file
- Contributed to the club's achievement of ISO 9001:2015 certification from King Abdulaziz University
- Produced consistent and high-quality marketing materials aligned with the club's official image

Al-Ahli Saudi Club – Media Center | Senior Graphic Designer | 2017 – 2018

- Supervised execution of daily creative deliverables and urgent content needs
- Enhanced the club's brand image through cohesive visual language and layouts

- Collaborated with the media team on strategic content design
- Created dynamic visual assets for digital platforms
- Delivered high-quality print and event materials on tight timelines

Al-Ahli Saudi Club – Media Center | Graphic Designer | Oct 2016 – 2017

- Designed promotional materials for matches, tournaments, and national events
- Supported club campaigns with creative visuals aligned with the official brand identity
- Produced printed and digital designs for various departments
- Contributed to internal communication and fan engagement visuals
- Ensured timely and accurate delivery of all design tasks

Professional Certifications

- Adobe Certified Professional – Creative Cloud | Adobe
- Adobe Certified Professional – Photoshop | Adobe
- Adobe Certified Professional – Illustrator | Adobe

Training Courses

- **UX Design Course** – *Namakkan Platform* — July 2025
- **Sports Marketing** | Leadership Development Program – Ministry of Sports | August 2024
- **Advanced Adobe Illustrator Course** – *gd-workshop platform*, certified by the National eLearning Center (20 hours) | February 2024
- **Advanced Adobe Photoshop Course** – *gd-workshop platform*, certified by the National eLearning Center (20 hours) | April 2021

Projects

WFS (World Football Summit) – Riyadh 2025

- Led the creation of all digital and social media assets for the WFS event, including promotional campaigns, speaker highlights, and event visuals.
- Managed a team of designers to ensure seamless visual consistency aligned with the established Grintafy-WFS partnership identity.
- Developed and implemented in-booth visuals showcasing Grintafy's key metrics, supervising execution to guarantee accuracy and brand alignment.
- Coordinated closely with the executing company to ensure flawless on-site installation, presentation, and overall visual impact of the event materials.

Grintafy x World Football Summit Partnership – Jeddah 2025

- Led the creation of an integrated visual identity for the three-year partnership between Grintafy and WFS, ensuring alignment with both brands.
- Managed the design and production of all print materials to reflect the new visual identity.
- Supervised the on-site setup and preparation of the exhibition space according to the developed visual guidelines.
- Coordinated closely with the executing company to ensure a cohesive, high-quality presentation of the booth.

WFS (World Football Summit) – Riyadh 2024

- Fully supervised the design and execution of the company's exhibition booth.
- Managed printing operations and coordinated all on-site visual identity elements.
- Oversaw the presentation of statistics and data within the booth to ensure clarity and impact.

Soccerex – Miami, United States 2024

- Designed the entire Grintafy booth aligned with brand guidelines
- Supervised implementation of all visual elements throughout the event
- Ensured high-quality execution aligned with company objectives

WFS (World Football Summit) – Jeddah 2023

- Represented Grintafy as part of the official delegation
- Led the complete design and execution of the exhibition booth

- Managed all print production and on-site visual coordination

Skills

Soft Skills

- Leadership | Organization | Creativity | Time Management | Team Collaboration

Professional Skills

- Visual Identity Design | UI/UX Design | Creative Direction | Event Branding | Campaign Development

Technical Skills

- Photoshop | Illustrator | After Effects | Adobe XD | Figma | Typing Speed

Languages

- **Arabic:** Native
- **English:** Intermediate