Competencies

www.xerxaguilar.com

Experiences

About Me

Hands-on Creative Lead with 15+ years of GCC & US experience directing multidisciplinary teams across retail, e-commerce, and enterprise, including Landmark Group and Meydan Freezone. Combines expertise in brand governance, UI/UX, motion, and AI-accelerated workflows to deliver high-impact omnichannel campaigns that drive commercial growth.

Core Leadership & Creative Competencies

Creative Direction

Team Leadership & Mentorship, Brand Identity Governance, Omnichannel Campaign Strategy, Agency Management, Art Direction, Design Systems & Guidelines
AI & Workflow Ops

Digital, Web & UI/UX

E-Commerce Experience Design, Responsive Web Architecture, Landing Page Optimization, Figma, Framer, Sketch, Adobe XD, WordPress, Shopify, Amplience

Brand, Motion & Video

Visual Storytelling, Motion Graphics, Commercial Video & Photography Direction, Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro

AI & Workflow Ops

Generative AI Creative Workflows (Seedance. Kling, Nano Banana, Midjourney, Runway, Adobe Firefly, ChatGPT, Leonardo, Flux), Agile Project Management (Asana, Monday, Basecamp)

Senior Graphic Designer & Creative Lead

Meydan Freezone (Dubai, UAE) - August 2024 – Present

Creative Ownership:

Lead end-to-end creative execution for flagship brand and acquisition initiatives, translating business objectives into cohesive visual campaigns across digital, print, and social channels.

Team Mentorship & Quality Control:

Guide and mentor junior designers while collaborating cross-functionally with marketing and product stakeholders to maintain high creative standards.

Brand Identity Stewardship:

Govern and evolve the organization's visual identity system by building scalable design guidelines, modular templates, and centralized asset libraries.



Xerx Aguilar

Creative Lead & Senior Multidisciplinary Designer

Skills

- Creative Direction & Brand Stewardship
- Leadership, Mentorship & Team Management
- Digital, E-Commerce & Marketplace Expertise
- Technical Craft & Tool Mastery

As a Creative Lead with 15+ years of GCC & US experience at brands like Landmark Group and Meydan Freezone, I unite brand strategy with multidisciplinary execution across web, mobile, social, and e-commerce. I combine team mentorship, brand governance, Figma, Adobe CC, and AI workflows to streamline pipelines and drive business growth.

Portfolio & Contact

Portfolio:
www.xerxaguilar.com
Work Examples:
www.xerxaguilar.com/work-samples
https://xerxaguilar.com/ai-work-samples
LinkedIn:
www.linkedin.com/in/xerxaguilar/
Email:
kakashi.xrx@gmail.com
Whatsapp:
+971-556869289

Experiences

VA Creative Designer (Part-Time / Remote)

TouchUp Direct and Everylite

April 2015 – June 2025

E-Commerce Marketplace & Listing Direction:

Direct and produce high-converting Amazon and eBay product listing visuals, A+ brand content, and promotional landing pages for both TouchUp Direct and Everylite.

Web, Mobile App UI/UX & Social Media:

Own full-stack multimedia design across web and mobile app UI/UX interfaces as well as performance-driven UGC social media creative assets.

Creative - Team Lead

Landmark Group - Landmark Digital (Dubai, UAE)

April 2015 – June 2025

Multi-Brand Creative Leadership:

Managed, mentored, and scaled a team of digital designers delivering high-volume promotional campaigns across flagship retail concepts including Homecentre, Lifestyle, Splash, Shoemart, Babyshop, Homebox, Max, and Centrepoint.

Omnichannel Campaign Execution:

Partnered directly with category managers and email marketing teams to conceptualize and deploy high-converting digital assets across GDN, social media, video, and organic retention channels.

E-Commerce Web & UX Direction:

Directed the visual layout, user interface, and promotional landing page architecture across multiple enterprise e-commerce storefronts.

Agency & Stakeholder Alignment:

Directed external creative agencies on major seasonal campaigns, ensuring brand consistency and timely delivery across regional markets.

Lead Senior Multimedia Graphic Designer

Sauce LLC & Wamli.com (Dubai, UAE)

September 2012 – December 2015

Art Direction & Studio Production:

Directed e-commerce product photography, event coverage, and promotional video production for ShopAtSauce, Zayan, and Wamli.com.

Digital & Experiential Design:

Produced digital ad campaigns, tradeshow linesheets, iPad/iPhone interactive lookbooks, and pitch visuals for retail and fashion launches.

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www.linkedin.com/in/xerxaguilar/
Email:
kakashi.xrx@gmail.com
Whatsapp:
+971-556869289

Websites

Digital & E-Commerce: Selected Works

Enterprise E-Commerce Storefronts

homecentre.com · lifestyleshops.com · splashfashions.com · centrepointstores.com · maxfashions.com · babyshopstores.com · homeboxstores.com · iconicstores.com · meydanfz.ae · touchupdirect.com

Brand & Campaign Websites

everylite.com · sportsmania.ae · levea.me (Featured: Adobe Muse Site of the Day) · korpko.com · lebanesepavilionvenice.com

Education & Trainings

Education, Leadership Training & Recognition

Science in Computer Science

Asian College of Science and Technology

(Graduated March 2001)

Honors & Credentials:

Artist of the Year, Desktop Publisher of the Year, Programmer of the Year · Valid UAE Driving License.

Executive & Industry Training:

DigiElevate Managers Workshop for Landmark Digital Managers (JAFZA, Dubai); Tejari Web Marketplace Training (Dubai Media City); Kodak Marketing Strategy & Photographic Standards (Philippines); DOLI Photographic Systems Operations (Shanghai, China).

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