

HASSAN ALANZI



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GRAPHIC DESIGNER & CREATIVE CODER

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EDUCATION

BFA Communication Design

PARSONS, THE NEW SCHOOL — MAY 2027

CHARACTER REFERENCES

MALAK ALRASHEED

STRATEGY DIRECTOR AT CXG
malrasheed@cxg.sa — +966552062308

KEVIN BRAINARD

CONSULTING CREATIVE DIRECTOR AT SECOND FRONT
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AHMAD ABUAZZA

OPERATION DIRECTOR AT SABBAR
eng4life@gmail.com — +966536501119

MARCOS CHAVEZ

PROFESSOR AT PARSONS
chavez@newschool.edu — +1(718)797-2302

PROJECTS PARTICIPATION

* ART DIRECTOR

Esport World Cup — MAY 2025 to AUG 2025

* PRODUCTION MANAGER

Madinah Bookfair — JUN 2025 to AUG 2025

* CREATIVE DIRECTOR

CXG Annual Celebration — JAN 2025

* ART DIRECTOR

Internet Governance Forum — OCT 2024 to JAN 2025

* GRAPHIC DESIGNER

FAF Ceremony — JUNE 2024

* COMMUNICATION CONSULTANT

Future Aviation Forum — MAY 2024

* GRAPHIC DESIGNER

United Nation (UNWTO) — MAY 2022 to JUN 2022

* CHIEF LIAISON OFFICER

Future Minerals Forum — DEC 2021 to JAN 2022

SR. GRAPHIC DESIGNER

CXG — APR 2025 to PRESENT

- * Led CXG rebrand + launch, and built the entire identities across CXG + 3 sub-brands. (DHO, INTERNALLY, CORE EVENTS).
- * Filed CXG + its sub-brands logo trademark registration (bilingual filings + translation), obtaining official certification.
- * Designed brand system across print/digital/motion (graphics, templates, decks).
- * Montaged and animated brand film showcasing legacy work and new positioning.

GRAPHIC DESIGNER

CUBEX — DEC 2021 to MAR 2025

- * Built a temporary brand guidelines + templates to unify cubex visual outcome.
- * Designed 40+ technical proposals/presentations with stronger narrative structure.
- * Designed production files and vendor handoffs for major projects.

COUNTRY OPERATION SUPERVISOR

THE CHEFZ — DEC 2020 to MAR 2021

- * Built full-time driver department from KPIs, tracking, incentive and commission model
- * Improved profitability by 11% in first month in cost + performance controls
- * Negotiated fleet deal cutting costs (maintenance ~50% & v insurance ~75%).

REGIONAL OPERATION COORDINATOR

SABBAR — MAY 2020 to AUG 2020

- * Implemented Zendesk workflows & macros to standardize support operations.
- * Coordinated regional gigs fulfillment and delivered biweekly performance reporting.
- * Signed 5+ key retail brands (Toys“R”Us, IKEA).

GROWTH SUPERVISOR

CAREEM — MAY 2017 to MAY 2019

- * Led the growth part time team (scheduling, tasking, field ops).
- * Ran a 12 hour activation sprints and hit record registrations across careem network (“CRAZY Saturday,” 2x).
- * Streamlined onboarding via online registration + Zendesk workflow setup.