

Nicholas S Hussain

Brand & Creative Lead | Creative Direction | Brand Strategy | Retail & Brand Systems

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SUMMARY

Brand & Creative Lead with 15+ years of international experience across brand strategy, creative direction, integrated campaigns and retail brand systems in Asia, the Middle East and North America. Experience spans sports and lifestyle, hospitality, corporate and public-sector brands, including Nike, VANS, The North Face, Timberland and Columbia Sportswear. Combines concept development and brand governance with hands-on design, cross-functional collaboration, vendor management and multi-market delivery across retail, digital, print, packaging and environmental touchpoints.

CORE SKILLS

Brand & Creative Leadership: Brand Strategy, Creative Direction, Art Direction, Brand Governance, Integrated Campaigns, Visual Identity Systems, Retail & Visual Merchandising, Packaging, Digital & Social, Consumer Brand Storytelling.

Design Operations & Project Management: Creative Project Lifecycle, Brand Governance, Vendor & Fabrication Management, Risk Mitigation, Cross-Functional Liaison, Workflow Optimization, Resource Allocation, Budget/Timeline Control.

Design & Prototyping Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Adobe XD, SketchUp, KeyShot.

Strategic & Collaboration Tools: Monday.com, Asana, Trello, Jira, Slack, SharePoint, Microsoft PowerPoint.

Generative AI & Rapid Pre-Visualization: Claude, Midjourney, Stable Diffusion, ChatGPT, Adobe Firefly (utilized for rapid concept mapping, storyboarding, and cross-functional stakeholder alignments).

WORK EXPERIENCE

Designer, Brand & Environmental Graphics

Mar 2024 – Jan 2026

eurOptimum Display Inc., Toronto, Ontario, Canada

- Mentored junior designers as an informal creative lead, reviewing graphic output and resolving visual and production challenges to raise team quality.
- Managed the scale and spatial adaptation of complex brand assets for tier-one global accounts (Mattel, Barbie, Hot Wheels), directing technical execution pipelines to ensure absolute brand compliance across nationwide Canadian retail rollouts.
- Led mind-mapping and concept-development sessions with junior designers ahead of major projects, strengthening creative direction before execution.
- Designed and delivered branded environmental graphics, wayfinding systems and experiential touchpoints for clients including RBC, BMO, Royal Ontario Museum, OPG and Metrolinx.
- Translated complex briefs and brand requirements into technically accurate, production-ready artwork across print and physical environments.
- Served as the core cross-functional liaison between project management, spatial engineering, and manufacturing vendors to conduct pre-production risk mitigation and design feasibility audits.
- Reduced signage and graphics delivery timelines by 20% through workflow optimization and vendor coordination.

Senior Creative Designer

Dec 2020 – Nov 2023

A&H Design Group, Hong Kong

- Mentored two junior designers across marketing and packaging, providing regular critique and guidance on creative decision-making and stakeholder feedback.
- Coached junior designers on concept development, presentation rationale and problem-solving, improving consistency across brand and marketing outputs.
- Directed the full creative project lifecycle for multi-channel brand campaigns, translating corporate business objectives into scalable visual communication frameworks while managing resource allocation and strict timelines.

- Established brand governance and quality control protocols for extensive packaging pipelines, aligning design development directly with production feasibility and structural manufacturing constraints.
- Directed a company website redesign that increased traffic and engagement by 40%.
- Developed campaign and content strategies that increased email click-through rates by 25% and sustained digital engagement above 60%.

Regional Senior Brand Designer

Oct 2019 – Sep 2020

Department for International Trade, British Consulate, Hong Kong

- Collaborated within an international network of designers across Hong Kong, India, UAE, UK and the US, exchanging creative approaches and reviewing campaign concepts across markets.
- Spearheaded the regional design operations and localization pipeline for the Saatchi & Saatchi-developed "Ready to Trade" high-profile campaign, managing the translation and deployment of asset ecosystems across multilingual APAC markets.
- Negotiated and managed creative alignments with regional stakeholders and cross-market international design networks to enforce strict global brand consistency while tailoring communications for Greater China.

Associate Senior Designer

Nov 2017 – Mar 2019

Umami Communications, Dubai, UAE

- Developed brand and campaign creative for hospitality, restaurant and lifestyle clients including Toro Toro, Günaydin, Weslodge, Manzil Downtown, Todd English Food Hall and Molecule.
- Architected 360° guest-experience design systems across digital, print, and physical touchpoints for elite hospitality portfolios (including Toro Toro, Weslodge, and Manzil Downtown), streamlining menu engineering and asset deployment across concurrent marketing calendars.
- Spearheaded rapid-turnaround creative rollouts for high-revenue seasonal activations and venue launches, managing multiple shifting client accounts and promotional calendars simultaneously.
- Contributed to photography planning and art direction, helping shape food, beverage, venue and lifestyle imagery for campaign and brand communications.
- Adapted established hospitality identities across varied formats while maintaining brand consistency and creating distinctive campaign expressions.
- Worked across simultaneous client accounts and changing promotional calendars, collaborating with internal teams and stakeholders from concept through final delivery.

Retail Brand Marketing Designer

Nov 2015 – Oct 2017

Sun & Sand Sports, Gulf Marketing Group, Dubai, UAE

- Delivered seasonal campaigns and retail design systems for global consumer brands including Nike, VANS, The North Face, Timberland and Columbia Sportswear across GCC markets.
- Delivered seasonal campaigns, visual merchandising and retail design systems for Nike, VANS, The North Face, Timberland and Columbia Sportswear across six GCC markets.
- Managed the regional adaptation and rollout of global campaign systems across storefronts, window displays, in-store environments, print, digital and social channels while maintaining global brand standards.
- Produced customer-facing, production-ready artwork across printed retail graphics, promotional materials and branded in-store environments.

Earlier Design Experience

2007 – 2015

India, East Africa & the Middle East

- Built foundational experience delivering branding, print, digital and web solutions for tourism, retail, hospitality and nonprofit clients, combining visual storytelling, customer engagement and cross-cultural brand communication.

EDUCATION

- Diploma in Web and Interactive Design — Arena Animation, Kolkata, West Bengal, India
- Bachelor of Commerce (Hons) — St. Xavier's College (Autonomous), Kolkata, West Bengal, India
- Diploma in Desktop Publishing — West Bengal Computer Science Society, Kolkata, West Bengal, India