

LOURDMARY VICTOR

Senior Graphic Designer

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Availability: Immediate | Visa Status: Employment Visa - UAE

PROFESSIONAL SUMMARY

Dubai-based Senior Graphic Designer with 8+ years of UAE experience specialising in FMCG packaging, brand identity, and multi-brand creative management. Expert in Adobe Creative Suite and AI design tools, with a proven track record across FMCG, F&B, hospitality, and corporate sectors. Immediately available.

WORK EXPERIENCE

DOFREEZE LLC | Dubai, UAE

May 2025 – March 2026

Senior Graphic Designer & Digital Marketing Specialist

- Managed full creative output across **6+ brands simultaneously** - Eurocake, Befit, Flair (including Starbucks-distributed cookie packaging), Salute, SMASH, and Biscoin and more - covering every asset from concept through to print-ready delivery.
- Designed complete FMCG packaging** for the full product range - labels, boxes, sleeves, and retail formats - including CMYK/Pantone colour matching, bleed/trim setup, and Asia, UAE, UK and Europe retail compliance standards across all Dofreeze brands.
- Managed **pre-press production end-to-end**: prepared print-ready artwork, liaised with offset and digital print suppliers, verified proofs, and ensured colour accuracy across all formats and brands.
- Produced **100+ print and digital marketing assets monthly** including packaging mockups, website banners, e-commerce banners, newsletters, brochures, leaflets, flyers, catalogues, brand books, event posters, exhibition wall hangings, exhibition stands, business cards, and brand bags across all 6 brands.
- Pioneered **AI-powered creative production** by generating product lifestyle photography and product launch videos using Midjourney, Adobe Firefly, and HeyGen - reducing external photography costs and accelerating campaign turnaround.
- Planned, created, and optimised **paid advertising campaigns on Meta (Facebook & Instagram) and LinkedIn** - developing ad creatives, campaign structures, and boosting strategies with analytics-driven optimisation across the full brand portfolio.
- Designed platform-specific e-commerce creatives for **5 major UAE platforms - Talabat, Ninja, Noon, Careem, and the Dofreeze website** - each aligned to the respective platform's visual guidelines.
- Led end-to-end social media creative execution across **4 Instagram brand accounts** - @eurocake.ae (24.2K followers), @dofreeze.ae (5.6K), @befitlifestyle.ae (1.4K), and @flairdxb (1.1K) - managing a combined audience of 32K+ followers and 1,083+ posts.
- Produced high-reach social content; top Reels achieved **132K views on @befitlifestyle.ae**, 119K views on @eurocake.ae, and 95.5K views on @flairdxb, with multiple posts consistently reaching 20K-100K+ views.

SKINNY GENIE BAKERY LLC | Dubai, UAE

July 2024 – April 2025

Senior Graphic Designer (Concurrent Part-time Role)

- Delivered all design output independently** across two operating divisions - SkinnyGenie Cafe and SkinnyGenie Bakery - producing 20+ categories of design assets end-to-end while collaborating with an external social media agency on content strategy and execution.
- Designed **B2B packaging and branded collateral for a premium portfolio of luxury and national clients**: Emirates Airlines (seasonal collections - Christmas, Valentine's, National Day, Cake Cards), HUDA Beauty, Jones The Grocer, Mandarin Oriental, Marsa Al Arab – Talise, Awaken, and Saycheez - each requiring custom packaging mockups and print-ready artwork.
- Produced the full suite of **cafe and bakery print assets**: cafe menus, wall menus, menu boards, category brochures, category flyers, gift vouchers, event vouchers, sweet cards, name tags, brand bags, table stands, wholesale menus, and product presentations.
- Designed **site-specific large-format and digital assets** for two Dubai café locations - a cafe wall menu for Mina Seyahi and a digital TV screen layout for Internet City - as well as exhibition wall hangings and exhibition stands for trade events.

- Created **website banners, e-commerce banners, email signature banners**, and digital marketing creatives, maintaining consistent brand identity across all online touchpoints.
- **Led content strategy and attended all product and lifestyle shoots**, directing creative briefs and shoot objectives for an external social media agency managing @skinnygenie across Instagram.
- The @skinnygenie account achieved **23.2K followers across 2,694 posts** during the tenure; top Reels drove strong organic reach - best-performing content hit **239K, 219K, 153K, 145K, and 144K views**, with multiple posts consistently exceeding 25K–50K views.

CANAXIS IMMIGRATION CONSULTANTS | Dubai, UAE

June 2023 – March 2024

Graphic Designer & Social Media Manager

- Spearheaded a full **visual identity overhaul across 2 social media pages**, significantly enhancing brand presence and consistency across all channels.
- Crafted **branding and marketing materials** supporting a cohesive image across print and digital - brochures, social media creatives, and corporate collateral.
- Directed **UX improvements for the company website**, delivering a more immersive and interactive user experience.

BEST SOLUTION CORPORATE SERVICES | Dubai, UAE

July 2022 – March 2023

Digital Marketing Executive & Graphic Designer

- Managed **social media content calendars** and designed all organic and paid creative assets across platforms.
- Produced **corporate branding materials** including presentations, brochures, and digital marketing creatives.

IQEC PVT LTD | Dubai, UAE

December 2021 – June 2022

Graphic Designer (Contract Role)

- Delivered **branding and design support** across print, digital, and event materials.
- Contributed visual production to **IQEC Shine Fest** and the Dubai Mercithon 2023 charity campaign.

SCOPIK EDUTECH PVT LTD | India

August 2018 – November 2021

Graphic Designer & Academic Coordinator

- Designed **educational and marketing content** across digital and print formats for an edtech platform.
- Coordinated academic programmes while managing all **visual design requirements** for the brand.

3DI SCHOOL OF NEW ZEALAND | Nepal

March 2017 – August 2018

Graphic Designer

- Created **institutional branding**, print materials, and digital assets for an international education institution.

CORE SKILLS

Design: Graphic Design · FMCG Packaging · B2B Luxury Packaging · Brand Identity · Print Production · Pre-Press Artwork · Visual Storytelling

Digital & Social: Meta & LinkedIn Ads · Social Media Management · Content Strategy · E-Commerce Creatives · SEO / SEM / PPC · Brand Management

Production: Multi-Brand Management · Project Management · Video Editing · Animation & VFX · Photography · AI Image & Video Generation

SOFTWARE & TOOLS

Adobe Suite: Photoshop · Illustrator · InDesign · Premiere Pro · After Effects · Firefly

Marketing: Meta Business Manager · Google Ads Manager · Google Analytics · HubSpot · Hootsuite

Other: Canva · Final Cut Pro

AI & EMERGING TOOLS

Midjourney · Adobe Firefly · HeyGen · Veo 3 · Hailuo AI · Invideo AI · ChatGPT / Gemini · Canva AI · Runway ML · Adobe Generative Fill · Kling AI · Canva Magic Studio · CapCut AI · Leonardo AI · Artlist IO · Eleven Labs AI

EDUCATION

Certificate in Digital Marketing

April 2025

London Institute of Internet Marketing & Research Studies, Dubai, UAE
SEO · GEO · AEO · PPC · Google Analytics · Social Media Marketing · Email Marketing

Master of Science - Animation & VFX

October 2023

Bharathiyar University, Tamil Nadu, India (Distance Learning)

Bachelor of Science - Digital Media

August 2018

Bharathiyar University, Tamil Nadu, India

ACHIEVEMENTS

- **Certificate of Appreciation** - Employee of the Month, Nov 2022 | CanAxis Immigration Consultants
- **Star Performer Award** | Best Solution Corporate Services
- **Dubai Mercithon 2023 - Walk for Hope** Volunteer | St. Mary's Church Dubai
- First to **introduce AI-generated product imagery** (Midjourney, Adobe Firefly, HeyGen) into company creative workflow, replacing 3 external shoot days monthly | Dofreeze LLC
- Grew combined social media following across **4 brand accounts to 32K+ followers** during tenure | Dofreeze LLC
- Delivered packaging for **12 premium B2B clients** including **Emirates Airlines, HUDA Beauty, Jumeirah group, Mandarin Oriental, and Jones The Grocer** | Skinny Genie Bakery LLC
- Built **Brand Guidelines** and **Visual Identity systems** for multiple brands from scratch across multiple employers.

LANGUAGES

English (Full Professional) | **Tamil** (Native) | **Hindi** (Professional) | **Malayalam** (Conversational) |

French (Reading & Writing) | **Oriya Bengali Telugu** (Conversational/Understanding)

References available upon request · Portfolio: vImary.com