

S H E I K H H U S E I N

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ART DIRECTOR / GRAPHIC DESIGNER

ABOUT ME

Art Director and Designer with experience spanning brand identity, campaign development, marketing design, and creative strategy. My background in graphic design has evolved into a broader focus on concept development, social content, influencer partnerships, and brand activations.

I enjoy turning ideas into tangible experiences either through visual identity systems, integrated campaigns, or branded environments. Known for combining creative thinking with efficient execution, I bring a hands-on approach to both strategy and design.

EXPERTISE

Creative Direction
Brand Identity Systems
Campaign Ideation
Social Media Content
Marketing Design
Presentation Design
Visual Storytelling

EXPERIENCES

FREELANCE DESIGNER / CREATIVE CONSULTANT

2014 - 2017

FREELANCE

Partnered with organizations to develop creative strategies, brand identities, and marketing initiatives that strengthen brand presence and improve customer engagement. I help take projects from concept development through execution, providing creative direction across digital, print, social, and experiential channels.

My main responsibility is to collaborate directly with stakeholders to define business objectives, develop creative solutions, and translate goals into compelling visual communications. Recent work includes consulting on marketing initiatives for TripArc, developing restaurant brand identities, and contributing to hospitality design projects in Kenya. In addition to creative direction, I provide hands-on expertise in branding, illustration, editorial design, web design, content creation, and marketing communications.

SR GRAPHIC DESIGNER

2024 - CURRENT

TRIPARC

I help manage and evolve corporate brand assets while supporting marketing initiatives across digital, web, social, and print channels. Played a key role in maintaining and strengthening the organization's visual identity, ensuring consistency across all customer-facing communications.

Collaborated with the marketing team on the redesign of the company website, helping improve user experience, visual consistency, and brand alignment in addition to developing marketing collateral, presentations, digital campaigns, and social media assets. All while contributing to the refinement of brand standards and design systems that support long-term scalability.

ART DIRECTOR

2 YEARS

VERITAS / M&P

Worked within a multidisciplinary creative team to develop integrated marketing campaigns for leading consumer and retail brands including Microsoft, Subway, SportChek, Huggies, Revlon, and Canadian Tire.

My responsibilities included campaign ideation, influencer co-creation initiatives, content development, brand activations, and creative concept execution across digital, social, and traditional channels. Partnered closely with account teams, to develop compelling visual solutions that aligned with business objectives and campaign goals. Also led the design and delivery of client-facing presentations, helping communicate creative strategies, concepts, and campaign recommendations.

SR GRAPHIC DESIGNER

1 YEARS

AVICANNA

Led the development of brand identities, packaging systems, marketing materials, presentations, and product communications for a global medical cannabis company operating within a highly regulated industry. Worked from JLABS @MaRS alongside multidisciplinary teams to support product launches and brand development initiatives.

I helped manage brand standards and creative assets while ensuring consistency across marketing, digital, packaging, and corporate communications globally. Contributed to product visual identity development, and go-to-market creative strategies while mentoring a junior designer and supporting the growth of the internal creative function.

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SR GRAPHIC DESIGNER

2 YEARS

FINANCEIT

Partnered with the marketing team to develop integrated campaigns and customer-facing communications across digital and physical channels. Led the design of campaign identities, advertising creative, web assets, and social media content that supported marketing initiatives.

I helped contribute to concept development, and creative execution throughout the campaign lifecycle, ensuring consistency across customer touchpoints. Worked to create cohesive brand experiences while supporting the ongoing evolution of the company's visual identity and marketing communications.

GRAPHIC DESIGNER

4 YEARS

G ADVENTURES

Played a key role in the development and evolution of the G Adventures brand across a wide range of marketing, digital, and environmental applications. Designed campaign identities, marketing collateral, customer-facing communications, and brand assets across print, web, experiential, and retail environments.

Worked with global teams to maintain brand consistency and review creative produced by regional designers, ensuring alignment to the brand standards. Contributed to the development of scalable identity systems, marketing templates, and visual guidelines that improved efficiency and consistency across the organization. Also partnered with the web team on UX and digital design initiatives, supporting the brand's broader digital experience strategy.

GRAPHIC DESIGNER

2 YEARS

ADDITIONAL EXPERIENCE

Built a strong foundation in design, production, and print through roles with The UPS Store, Umbra, and The Printing House. Developed marketing materials, product communications, retail graphics, environmental design, and print collateral for a diverse range of clients across healthcare, education, retail, and corporate sectors.

Worked directly with clients to develop creative solutions while gaining extensive knowledge of print production, prepress, vendor management, and the technical aspects of bringing design concepts to life. Supported projects for organizations including Princess Margaret Hospital, SickKids Foundation, the University of Toronto, and Richardson Partners, The Royal Conservatory of Music and the MaRS Discovery.