

SAMREEN KHAN

Strategic Brand Partner | Visual Identity Systems | Modern Essentialist Design

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SIGNATURE VALUE

I help brands clarify their message and systemize their visuals so every post, page, and asset looks consistent, intentional, and premium.

PROFESSIONAL SUMMARY

Strategic Brand & Visual Designer based in Riyadh, helping founders and teams translate business goals into clear, scalable visual systems. 2+ years building minimal, modern identity and content ecosystems that prioritize clarity, consistency, and brand credibility. I blend strategy + execution—turning messy ideas into structured positioning, typography-led design, and repeatable templates that make marketing faster and more cohesive.

PROFESSIONAL EXPERIENCE

Freelance Strategic Brand Partner & Visual Designer

Remote / Riyadh | 2024 – Present

- Developed cohesive brand identity systems (logo direction, typography, color, layout rules, and asset libraries) to help small brands look credible, consistent, and ready to scale.
- Translated business goals into visual structure clear hierarchy, simplified messaging, and minimal design decisions that improve readability and brand recall across touchpoints.
- Built repeatable content systems (carousel frameworks, post templates, and layout kits) that reduced decision fatigue and made publishing faster and more consistent.
- Owned projects end-to-end: discovery to direction to delivery, keeping feedback focused on outcomes (not preferences).

CORE COMPETENCIES

- Brand Strategy & Positioning • Visual Identity Systems & Brand Kits
- Minimal Art Direction (Modern Essentialist) • Typography, Grid Systems & Layout
- Social Media Design Systems (Carousels + Templates) • UI Design Foundations (Web / Mobile)
- Client Communication & Creative Direction • Creative Problem-Solving + Fast Iteration

TOOLS & SOFTWARE

Canva • Adobe Photoshop • Adobe Illustrator • Framer • Metricool • CapCut

SELECTED PROJECTS

Ember & Oak

Challenge: Build a premium, minimal identity that feels warm and trustworthy without losing flexibility for digital + social applications.

Result: Delivered a typography-forward visual system and usage-ready direction that improved consistency across brand assets.

Flowly

Challenge: Reposition and refine the brand into a cleaner, modern identity that looks intentional and system-driven.

Result: Created a refreshed identity direction and modular templates that made execution faster and more consistent.

Growly

Challenge: Create a bold, modern identity that feels confident and friendly while staying minimal and scalable.

Result: Developed a wordmark-led direction and layout rules that strengthened recognition and improved consistency.

Urban Eats Fest

Challenge: Design an energetic event identity high-impact, clear hierarchy, strong legibility across formats.

Result: Built a banner + promo system that stays readable at distance and consistent across assets.