Jawad Qumsieh

Senior Brand & Experience Designer
Hospitality, Cultural, Immersive Brand Environments Amman, Jordan
www.jawadqumsieh.com / joequm@gmail.com / +962 780 64 0641

ABOUT ME

Senior Brand & Experience Designer with 10+ years of experience across hospitality, culture, media, and corporate projects in the MENA region and international markets.

I specialize in building distinctive brand identities and visual systems across print, digital, and physical environments, from brand development and campaigns to events, environmental graphics, and guest-facing experiences.

PROFESSIONAL EXPERIENCE

Freelance Brand & Graphic Designer
PwC Middle East — Middle East / 2026 – Present

• Design and adapt visual materials for **PwC Academy**'s professional learning programs and corporate clients across Saudi Arabia, the UAE, and the wider Gulf region
• Produce course presentations, participant manuals, certificates, joining instructions, and other learning materials within PwC's brand guidelines
• Design event and course branding, including roll-ups, banners, and name tents, while maintaining consistency across different markets and clients

Freelance Brand & Experience Designer
Cottage Parks — France / Dec 2025 – Present

• Led the rebranding of **Cottage Parks**, an umbrella hospitality brand, and developed the identity system for its two campsite brands: **La Clape and La Tamarissière**
• Extended the brand across guest-facing and operational touchpoints, including signage, print collateral, digital assets, wayfinding, uniforms, and brand applications
• Defined a cohesive visual direction across the parent brand and sub-brands, balancing consistency with each destination's distinct character
• Collaborated directly with stakeholders on rollout, implementation, and creative direction across multiple environments

Graphic Design Manager (Contract)
HQ Worldwide Shows — UAE / Sep 2025 – Dec 2025

• Directed design production for **Zayed National Museum** opening-week communications
• Designed booklets, printed materials, social media assets, and symposium visuals
• Oversaw visual output across public programming and launch materials
• Ensured consistency across all touchpoints while coordinating with HQWS teams

Freelance Event Designer
Alsayegh — Dubai / 2020 – 2022, 2024 – 2025

• Designed branding, signage, and spatial graphics for large-scale corporate and cultural events
• Developed experience concepts in collaboration with production teams, from concept through on-site execution

Senior Brand & Visual Designer
Sowt Podcast — Amman / 2023 – Present

• Developing visual identities and campaign assets for multiple podcast series
• Leading branding for new shows and channel expansions, including Shamandar
• Translating audio narratives into strong visual storytelling across digital platforms

Freelance Brand & Experience Designer
The Neela Collection — Zanzibar / Feb 2023 – Mar 2023

• Co-led branding and visual identity for a boutique luxury hospitality brand
• Designed core brand assets and guest-facing applications across print and digital

Design Lead
Romero Group — Amman / 2022 – Present

• Leading creative direction and visual identity development across multiple restaurant brands
• Overseeing brand consistency across print, digital, environmental, and event touchpoints
• Bring brand direction to life across guest-facing spaces

Senior Graphic Designer | Multiple Agencies
Limelight, QSG, Al Oula, Visuals — Amman / 2014 – 2022

• Developed branding, identity systems, and editorial design across a range of clients at multiple Amman-based agencies

Graphic / Instructional Designer (Freelance)
Edraak — Amman / 2019

• Designed visual learning materials and activities for an online education platform
• Collaborated with subject matter experts to produce engaging course content

Project Supervisor & Event Designer
Shams Concept Store & Shams El Balad — Amman / 2016 – 2017

• Managed event production, logistics, and vendor coordination
• Designed spatial layouts and visual elements for guest experiences

---

SPECIALTIES

Brand identity & visual systems / Environmental graphics, signage & wayfinding
Hospitality & event experience design / Logo design & illustration

---

TOOLS

• Adobe Creative Cloud (Illustrator, Photoshop, InDesign)
• Strong illustration and drawing skills

EDUCATION

Bachelor of Fine Arts, Graphic Design at Al Yarmouk University — Jordan, 2010 – 2014