



# Michael Gordon

## Experience

### Senior Creative | Bond | Dubai, UAE 2020 - Present

Bond is an independent brand and experience design agency based in Helsinki with five studios worldwide. Responsibilities included:

- Managing AFGRE and Dubai Holding retainer, handling multiple projects at once, making sure work stays on schedule.
- Advising the client on how to best convey their message.
- Designing bespoke campaigns for both AFGRE and Dubai Holding, ensuring that the adaptations are targeted to reach as many audiences as possible.
- Engaging in a wide range of different media, from digital media to print.

#### Selected achievements:

- Working with AI Futtaim to update Dubai Festival City branding and AI Futtaim Engineering & Technology branding.
- Working with AI Futtaim to unify their AFGRE, DFC, and AFET brands.
- Receiving gold award at Transform 2023 for Dubai Holding Ticket.

### Senior Graphic Designer | KPMG | Dubai, UAE 2017 - 2020

KPMG is one of the worldwide Big Four auditors and professional services companies. Responsibilities included:

- Producing high-end professional design concepts for high-value proposals, thought-leadership reports, brochures and flyers in print and digital, including interactive designs to stand out from the crowd in a highly competitive market.
- Being KPMG brand ambassador, making sure brand guidelines are being followed but also knowing when to flex them when required.
- Building close relationships with external suppliers to ensure we produced best-in-class work.
- Manage a team of people, making sure creatives and schedule are to client expectations.
- Working closely with the client and advising on how the project could best communicate their message.

#### Selected achievements:

- Being part of multiple high-value proposal wins.
- Won KPMG global Best in Brand Award 2019 "Clients see a difference in us" for producing an inventive, successful proposal.

### Head Graphic Designer | Leading Brands | Dubai, UAE 2011 - 2017

Established in 2006, Leading Brands creates award-winning campaigns primarily for global healthcare and pharmaceutical brands. Responsibilities included:

- Working to corporate guidelines from large, renowned companies to create suitable designs that were true to their identity and values.
- Solely creating pitch work to win new large clients such as GSK and Danone.
- Logo creations for health campaigns to be used for exhibitions and patient awareness; print layout design for large magazines, flyers, poster campaigns, patient and doctor education materials, including dosage wheels and mini-mags, drop cards, reports, packaging, mock-ups and guidelines.
- Digital interface designs to create unique iOS and Android apps and websites for in-house and external for use, and designing custom illustrations.
- Creating templates for issue 1 editions and building grids.

#### Selected achievements:

- Working my way up to head designer after a couple of years.
- Being responsible for all the design work going through Leading Brands.
- Winning big pitches from clients such as GSK and Danone.
- Winning the award for Best Print and received two Honourable Mentions for Best Design and Best Article from Ragan's Healthcare Communication awards held in New York.

### Freelancer | Northampton, UK 2010 - 2011

## Contact

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## About me

I am an accomplished senior graphic designer with over a decade of experience in prestigious organizations within the Big Four professional services sector and an esteemed international brand agency. I have collaborated with multinational corporations, including Fortune 500 global brands.

My expertise includes creating diverse marketing collateral, animations, interactive reports, videos, and high-value proposals across various platforms. I excel at working independently or collaboratively with other designers, both in-house and as a freelancer. With a proven ability to meet tight deadlines and budgets, I consistently deliver exceptional results.

## Skills



Corporate identity, brand guidelines, logo design, marketing materials, reports, publishing layout, illustrations, proposals, brochures, leaflets, posters, digital interfaces, apps, websites, animations, gif, GDN.

## Education

Graphic Design BA (Hons)  
Nottingham Trent University  
Nottingham, UK

## Reference

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