

MANEESH AMBADI VALAPPIL

SENIOR GRAPHIC DESIGNER

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EXPERIENCE

Senior Graphic Designer

Dubai Sotheby's International Realty

09/2025 - Present Dubai, United Arab Emirates

Responsibilities:

- Weekly designed 8-10 Meta ads for ultra-luxury resale properties and off-plan properties campaigns at the UK and Dubai Sotheby's International Realty.
- Designed luxury marketing materials for four international Sotheby's branches (Dubai, Abu Dhabi, Saudi Arabia, and the UK), successfully balancing tight deadlines and high-volume project requests across multiple time zones.
- Collaborated with Salesforce team and data analyst to retrieve market data and design yearly performance reports for sales and lettings for UK Sotheby's and Dubai Sotheby's.
- Edited branded video content using motion graphics, including the 2025 yearly performance video, agent 'Just Sold' highlights, and exclusive LED property showcases that aligned with Dubai and UK Sotheby's brand standards.
- Used Claude for prompt engineering and creative ideation, improving the quality, consistency, and turnaround of AI-generated visual content.
- Used Flora AI, Higgsfield AI, and Adobe Firefly to enhance real estate video tours with day-to-night lighting shifts, continuous zoom sequences, and photorealistic virtual staging.
- Produced AI-generated B-roll and lifestyle video clips for off-plan and new development projects from developer HD renders, using Flora AI, Higgsfield AI, and Kling to create motion content for social media campaigns and large-format LED screen displays in property sales showrooms.
- Designed exclusive luxury property brochures for individual agents to present to high-net-worth clients, collaborating closely with content writers on the final copy and photographers for the property photos for both Dubai and UK Sotheby's.
- Created print-ready artwork for large-scale signage, property hoardings, and publications. Managed the entire vendor production cycle, from negotiating competitive pricing to coordinating final delivery dates.

Graphic Designer

Unique Properties

09/2023 - 08/2025 Dubai, United Arab Emirates

Responsibilities:

- Designed A/B testing lead-generation campaign posters in English and Arabic for off-plan projects across multiple platforms, including Facebook, Instagram, WhatsApp, Snapchat, and TikTok.
- Enhanced, resized, and watermarked real estate photography for top UAE property portals, including Bayut, Property Finder, and the corporate website, ensuring maximum listing visibility.
- Created customizable event poster templates for a team of 200+ employees, significantly reducing routine design turnaround time by approximately 30% while strictly maintaining corporate brand guidelines.
- Redesigned the comprehensive brand guidelines book and produced high-quality, branded assets ranging from confidential sales reports to executive training presentations.
- Upgraded the company's marketing materials to premium print quality, negotiating long-term cost savings of up to 15% for the company compared to previous vendors by using a personal network across Dubai, Sharjah, and Ajman.

SUMMARY

Senior Graphic Designer with 8 years of experience specializing in luxury real estate marketing, corporate branding, and digital campaign design.

A collaborative team player adept at elevating visual storytelling for high-net-worth audiences, integrating AI tools into creative workflows, managing high-volume global design projects across multiple time zones, and overseeing end-to-end print production.

TOOLS & SOFTWARE

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe After Effects



Adobe Premiere Pro



Figma



Claude



Adobe Firefly



Flora AI



Higgsfield AI



Kling



EDUCATION

Bachelor of Science in Graphic Design

Asian International University (AIU), India

2022 - 2025

EXPERIENCE

Graphic Designer

ARDOR Properties

📅 01/2022 - 09/2023 📍 Abu Dhabi, United Arab Emirates

Responsibilities:

- Designed A/B testing lead generation campaign posters in English and Arabic for off-plan projects, coordinating with content writers to produce feed, story, and reel-sized creatives for Facebook and Instagram ads.
- Created engaging social media posters for new launches off-plan projects, public events, and festivals.
- Conducted in-depth market research and competitor analysis to develop strategic, high-converting social media campaigns, boosting lead generation and audience engagement.
- Collaborated with sales, quality control, and marketing teams to ensure seamless brand messaging and design effectiveness across all marketing channels.
- Worked closely with content writers, photographers, and videographers to create compelling visual storytelling assets for digital and print media.

Graphic Designer

Teamplanb Consultant LLP

📅 06/2021 - 09/2021 📍 Calicut, India

Responsibilities:

- Created and developed advertising content for various online and offline marketing materials, including social media templates, flyers, brochures, menus, and banners.
- Researched and implemented new and innovative marketing strategies for social media platforms to increase engagement and reach.
- Communicated with clients to understand their design preferences and needs, and implemented them in the final layout.
- Demonstrated proficiency in graphic design, visual storytelling, and ability to create compelling and engaging content.

Freelance Graphic Designer

Self Employed

📅 11/2017 - 2024 📍 Remote

Responsibilities:

- Successfully led a full-scale branding of Anara Center for Mental Health, Kuwait, designing logo, brand identity document, marketing collateral, and bilingual (English & Arabic) social media posters.
- Designed the Made in UAE Summit 2018 magazine for The Intelligent SME, Dubai, ensuring editorial excellence and strong visual storytelling.
- Led the event branding and promotional material design for "Generation - A Musical Transition" (2018) by Guru Randhawa & Alka Yagnik, presented by The Heart of Europe, The World Dubai, for JWD Event Management & Eventz Unlimited.
- Created lead generation assets, awareness campaign visuals, corporate stationery, brochures, and social media templates for St. Catald Edu Care, India, supporting their marketing strategies.

Junior Graphic Designer

Bluelines

📅 08/2016 - 05/2017 📍 Palakkad, Kerala, India

Responsibilities:

- Conceptualized and executed professional logo designs for various clients.
- Developed visually appealing print designs including flyers, pamphlets, and brochures.
- Conducted research and presented innovative ideas for effective marketing campaigns to clients.

CERTIFICATIONS

Animation Film Making Advanced - 2 Year Certification

Toonz Academy, India - Issued 2021

C-Tech Certificate in Graphic Design & Communication - 1 Year Certification

Image Creative Education, India - Issued 2017

AREA OF EXPERTISE

Visual Design & Story Telling

Social Media Content

Digital Campaign Design

Brand Identity

Print and Publication

AI Generative Design

Video Editing & Motion Graphics

UI/UX Design

Luxury Brand Management

Cross-Functional Team Collaboration

Global Project Management

Vendor Management

Corporate Communications

LANGUAGES

English

Native



REFERENCES

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FIND ME



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