



ROQAIA S. BAHAMMAM

Graphic Design Educator | Designer

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Professional Summary

Senior graphic designer and creative professional with an MFA in Themed Entertainment Design from SCAD and over 10 years of combined industry and academic experience. Expertise in visual communication, branding, and 3D design, with a focus on storytelling and culturally driven design solutions. Proven ability to lead projects from concept to execution and deliver strategic, high-impact creative work across diverse platforms.

Education

M.F.A., Themed Entertainment Design – Savannah College of Art and Design (2019)

B.S., Graphic Design and Multimedia – University of Dammam (2015)

Professional Experience

Senior Designer – Raa Faa Company (2023–Present)

- Designed branded products and visual assets across multiple platforms
- Led concept development from idea to production

Senior Designer – KWMAH Company (2023–Present)

- Worked on events, campaigns, and brand activations
- Worked with marketing, product managers, and external vendors to meet project goals and deadlines.
- Led junior designers, conducting design reviews and providing constructive feedback.

Senior Designer – Vice/Virtue Company (2022–2023)

- Delivered high-impact projects (STA, Coca-Cola, Founding Day)
- Developed branding systems and storytelling concepts

Lecturer, Graphic Design & Multimedia – Imam Abdulrahman Bin Faisal University (2019–2022)

- Taught 3D design, visual communication, Adobe software, graphic design studios, Research, UX and UI, visual merchandise, and branding
- Developed course materials and assignments
- Mentored students and supervised projects
- Contributed to curriculum development and quality assurance

Academic Contributions:

- Curriculum Committee Member
- Quality Assurance Coordinator
- Field Experience Unit Head
- Risk Management Coordinator

Co-Founder – Dimomah Branding Studio (2017–Present)

- Led brand identity projects for major clients (e.g., Saudi Aramco)
- Managed client communication and creative direction

Teaching Assistant, Graphic Design & Multimedia – University of Dammam (2015–2019)

- Supported instruction in design courses and student projects
- Assisted in critiques, workshops, and technical guidance
- Helped develop foundational skills in design software and concepts

Volunteer Facilitator at 2D and 3D Design – Collaborative Initiative between Saudi Aramco and KFUPM (FABLAB DHAHRAN) (June 2014–May 2015)

- Managed training participants at Prototyping Week.
- Trainer in the Summer program.

Trainee in Corporate Brand Management Division – Saudi Aramco Company (June 2013–Aug 2013)

- Designed Ramdhan Imsakyah, Eid Greetings Card, and other projects.

Freelancer (Aug 2013- Present)

- Designed Different identity projects for Saudi projects, such as restaurants and bakeries

Skills

Software:

Adobe Creative Suite, Rhinoceros, Autodesk Revit

Design Skills:

Branding, Concept Development, 3D Design, Illustration, Calligraphy

Awards & Honors

- SCAD Honors Award (2017)
- Themed Entertainment Workshop (Disney & Universal exposure)
- Saudi Aramco Achievement Certificate

Languages

Arabic (Native), English (Professional)