

**Hello,  
I'm Imran Ali Soomro**

Sr. Visual Designer | Design Traffic Manager



**Design Portfolio**

# My role and responsibilities in peak marketing campaigns

Amazon has seven large scale marketing campaigns every year which are running for UAE, KSA & Egypt locals

In next seven slides you will see detail of my following role and responsibilities which I have performed in all of seven peak events.

- Production planning
- Project coordination
- Preparing production tracker & Dashboard
- Identifying & solving adhere problems
- Preparing in mockups and style guide
- Creating automation for mass production
- Reporting and event Post-mortem



## My role and responsibilities in peak marketing campaigns

# Planning of production

In all seven peak marketing campaigns I was responsible to;

- Evaluate capacity of available resources.
- Prepare timeline of production
- Prepare SLA for inputs which are provided by merchantiser teams and SLA for designers and agency to deliver targeted graphics within due dates.

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE

White  
Friday  
Sale



**LIVE NOW**

FREE DELIVERY\* on First Order  
FREE Returns\*

## My role and responsibilities in peak marketing campaigns

# Project coordination

In all seven peak marketing campaigns I was responsible to;

- Sharing inputs sheets with teams of merchandiser and other stakeholder.
- Follow ups on actions required as per playbook.
- Taking regular catch-up to ensuring on time delivery of graphical assets.

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE

11.11  
SALE

SHOP DEALS  
SAVE MORE

FREE DELIVERY\* on First Order  
FREE Returns\*



## My role and responsibilities in peak marketing campaigns

# Preparing production tracker & Dashboard

In all seven peak marketing campaigns I was responsible to;

- Prepare tracker which is consist of all design requests at one place.
- Building a dashboard that reflects run time production status done by designers and agency.

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE



**LIVE NOW**

**UP TO**

**50%**  
**OFF**

FREE DELIVERY\* on First Order  
FREE Returns\*

## My role and responsibilities in peak marketing campaigns

# Identifying & solving adhere problems

In all seven peak marketing campaigns I was responsible to;

- Keeping consistent check on production and coordinating with designer and agency to highlight challenges in order to overcome any upcoming risk.
- Highlighting challenging to leadership and aligning on actions.

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE



**LIVE NOW**

**UP TO**  
**50%**  
**OFF**

FREE DELIVERY\* on First Order  
FREE Returns\*

## My role and responsibilities in peak marketing campaigns

# Reporting and event Post-mortem

In all seven peak marketing campaigns I was responsible to;

- Event report details designer productivity (output vs. time) and categorizes requests (high/low touch) with asset complexity (graphical).
- Post-mortem captures campaign highlights, lowlights and their impact.

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE

BACK TO  
SCHOOL  
SALE

UP TO  
**50%**  
OFF



FREE DELIVERY\* on First Order  
FREE Returns\*

## My role and responsibilities in peak marketing campaigns

# Preparing in mockups and style guide

In all seven peak marketing campaigns I was responsible to;

- Creating design templates which used for production by designers and agency.
- Contributing in style guide preparation such as guidance for imagery, typography and final look and feel of visuals.



**Exclusively for  
Prime Members**



# July 16-21 Ju

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE

amazon  
prime day

Sponsored by:





## My role and responsibilities in peak marketing campaigns

# Creating automation for mass production

In all seven peak marketing campaigns I was responsible to;

Developing automation process which creates bulk of PSD files within seconds, which basic information such as text, discount call outs and product images. this automation tool minimize manual effort of designers up to 80% in designing banners.

White  
Friday  
Sale

11.11  
SALE

RAMADAN  
SALE

EID  
SALE

primeday

Mobile Mania

BACK TO  
SCHOOL  
SALE



# Mobile Mania

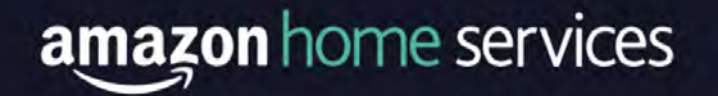
## Up to 40% off

**Project:** Amazon Home Services Style Guide

**Company:** Amazon

**Scale:** Large

**Role:** Understanding Problem, Providing Solution,  
Building Style guide, Templatization, Monitoring agency for production.

The logo for Amazon Home Services, featuring the Amazon logo in white and the text "amazon home services" in white on a dark blue background.

## Project intro and Problem statement

AHS, a new service category on Amazon.ae offering automotive, furniture, electronics repair and more, faced inconsistency across channels due to lack of a style guide. They sought a seamless user experience with Prime and other categories, alongside a UI refresh to improve view rates.

### Solution

I come up with design theme which resonate with services provided by AHS category. I created a style guide with guidance on typography, design elements, and templates suites on-site as well as Out-bound executions. This style guide is very flexible to easily accommodate other categories or events themes.

### My contribution

Getting brief from AHS team, brainstorming with stakeholders, research, propose design solution through mood-board, and creating templates for agency to work on production.

### Impact





A new style guide boosted key placement engagement on the homepage, prompting increased placements, driving traffic to store pages, and ultimately resulting in a better customer experience (CX).

Theme & layout improvements over 4 months significantly increased user engagement on the store page.

# Color theme, Design elements & Key visual for Desktop and Mobile App.

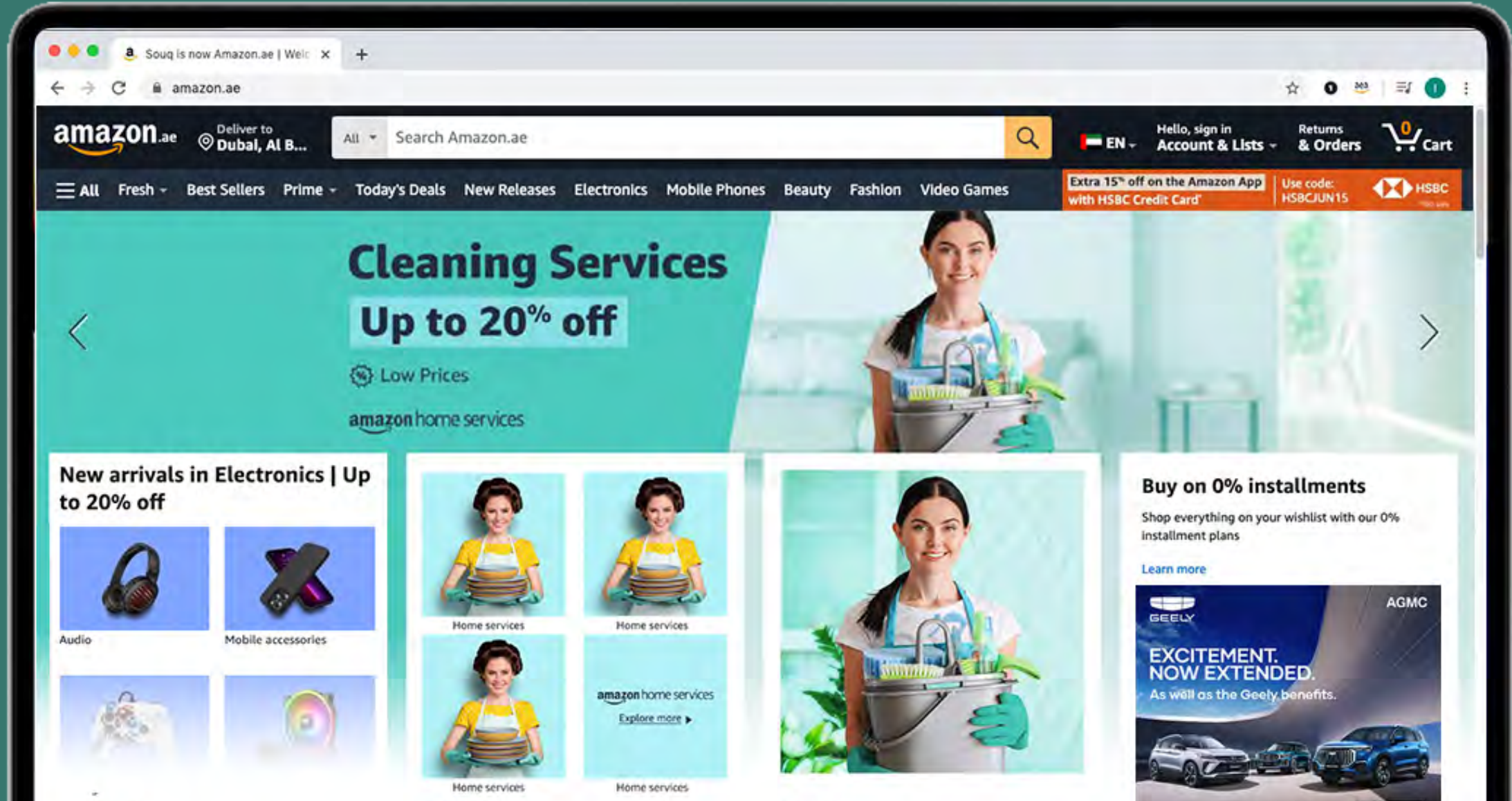
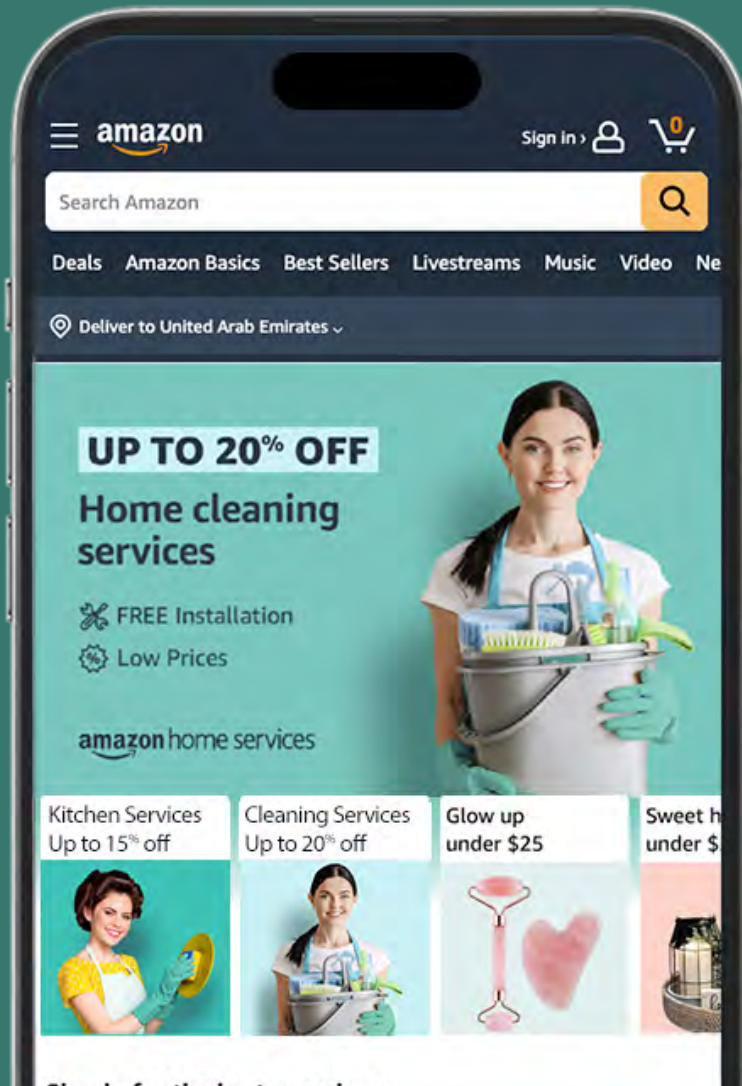


**Color theme:** is derived from logo.

 Green #36C2B4	 Light Green #B3F2F5	 Mid Green #85dde2
 SquidInk #232F3E	 White #FFFFFF	 Prime Blue #1A98FF



**Design elements :** Leveraging insights from placements, size constraints, content adaptability, and best UX practices, this style guide outlines four fundamental shapes that will be consistently employed throughout executions, ensuring optimal user experience.



amazon home services

## Process

Brief > Brainstorming & research <> Mood-board  
> Templatization > Execution

## Adoption of Style guide for other channels

Encompassing AHS's diverse placements, this flexible style guide adapts seamlessly to landing pages, newsletters, and social media, ensuring consistent brand identity across formats (square, vertical, horizontal) as showcased.

Up to 20% off

Home cleaning

amazon home services



## Adoption of Style guide for other channels

Encompassing AHS's diverse placements, this flexible style guide adapts seamlessly to landing pages, newsletters, and social media, ensuring consistent brand identity across formats (square, vertical, horizontal) as showcased.




Up to 20% off

Home cleaning



Up to 30% off

Home & Cleaning Services

 FREE Installation

amazon home services



**Project:** Amazon Launch - KSA

**Company:** Amazon

**Scale:** Large

**Role:** Understanding Problem, Providing Design Solution and creating design theme  
Templatization, Monitoring agency for production.

### **Project intro and Problem statement**

Global brand acquired souq.com which was leading e-commerce leader in the region. It was critical as to communicate the acquisition to Souq culture in right way without breaking the trust and loyalty of customers. This change ease to bring more value to customer in sense of selection, customer services and fast delivery to make delight the customers.

#### **Solution**

Though Amazon is a US company we wanted to pronounced as an intention as Souq which is a local company to do this the concept was to relate to MENA region by using desert color theme and use the skyline of KSA.

#### **My contribution**

Getting brief from team, brainstorming with stakeholders, research, propose design solution through mood-board, and creating templates for agency to work on production.

#### **Project Scope**

Campaign cope was throughout all channels which includes on side digital placements, Outbounds such as newsletters and digital campaign ads and social media posts.

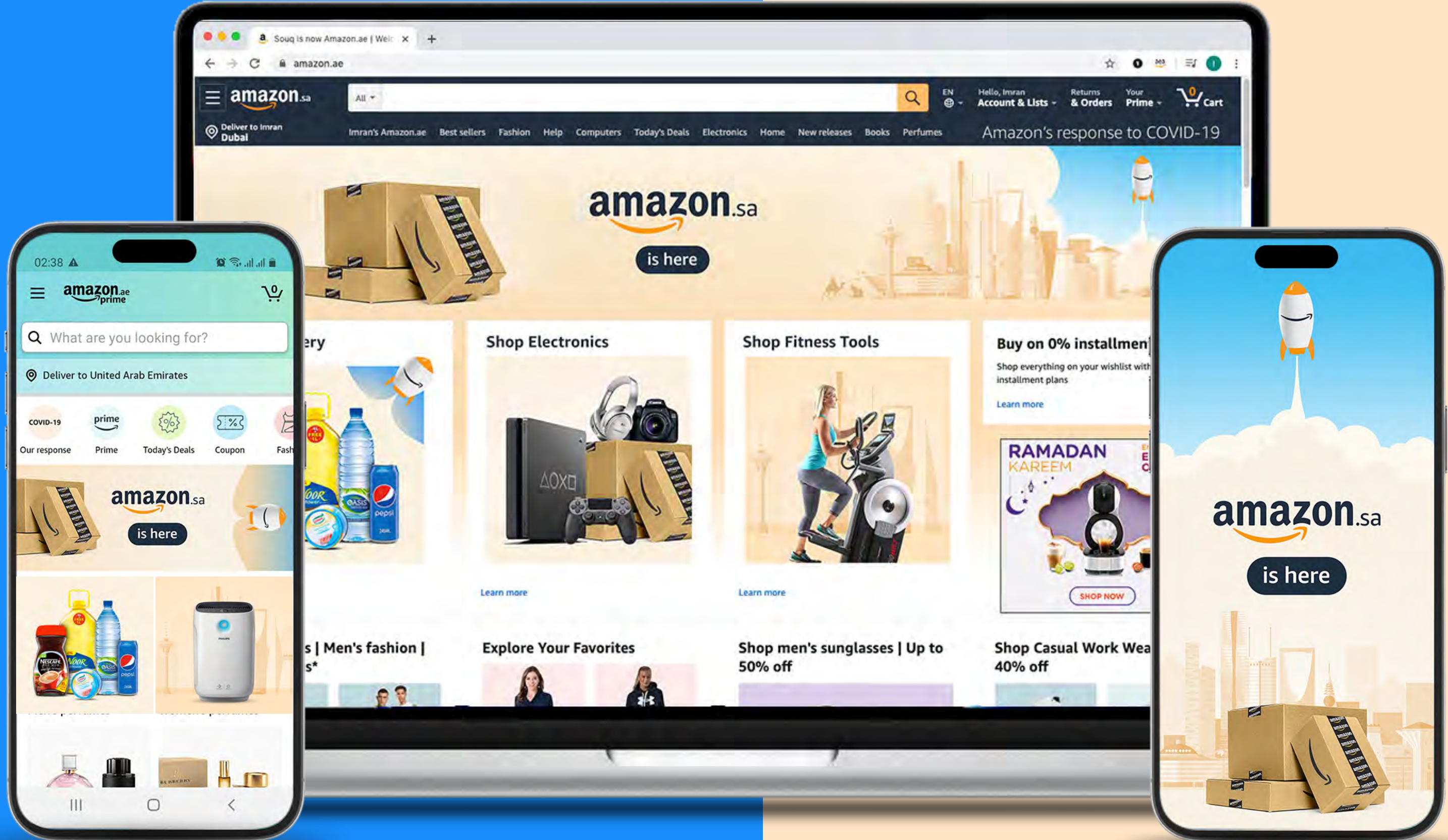
#### **Impact**

Well received and served the purpose where SOUQ customer converted to required scale.

Design theme and execution was appreciated by leadership and marketing director. The visuals were simple but yet effective.

The design clearly showed that Amazon is coming to the region. It explained the advantages of using Amazon and its high standards, all while respecting the local values of KSA, just like SOUQ did.

# Project: Amazon Launch - KSA



## Project: Amazon Launch - KSA

### Design adoption and execution

Cohesive visuals across the campaign (icons, sections) mirrored the hero image's style, reinforcing the message. Key colors, elements (e.g., Saudi skyline), and prominent Amazon branding ensured a consistent user experience in all materials (landing page, newsletters, banners).



A screenshot of the Amazon.sa landing page. The top navigation bar includes the Amazon Prime logo, a search bar, and links for account and orders. The main content area features a hero image with the Amazon.sa logo and a rocket ship. Below this, the text "Introducing a new experience from Amazon" is followed by three key benefits: Wide Selection, Personalized Experience, and A to Z Guarantee. The bottom section highlights "And everything you love about Souq" with three benefits: Great Prices, Fast Shipping, and Cash On Delivery. The final section states "Have a Souq account? You are all set." and lists three steps for users with existing accounts: signing in, tracking orders, and using delivery addresses.



amazon.sa  
is here



### Introducing a new experience from Amazon



Wide Selection

Local and international selection featuring over 30 million products, including 5 million products from Amazon US.



Personalized Experience

Recommended Products and curated items based on your interest, and trusted reviews.



A to Z Guarantee

Our A-to-Z Guarantee products when purchasing items sold and fulfilled by third-party seller.

### And everything you love about Souq



Great Prices

Committed to everyday low prices.



Fast Shipping

Quick delivery and reliable tracking.



Cash On Delivery

Secure payment upon receiving your order.

### Have a Souq account? You are all set.



Sign in to Amazon.sa using the same credentials you used on Souq



Track and manage your Souq orders on Amazon.sa



Use your Souq delivery address and payment method on Amazon.sa

**Project:** Home Makeover Sale

**Company:** Amazon

**Scale:** Large

**Role:** Understanding Problem, Providing Design Solution and creating design theme  
Templatization, Monitoring agency for production.



### Project intro and Problem statement

Home Makeover Sale is key monthly recurring event for OHL which is one of key Amazon category runs for AE and SA locals. As business was growing the event was the engagement due to its own brand identity, the requirement was to come up with event identity and style guide to make sure that design has localization element its look and feel in visuals.

#### Process

Aligning on brief > Reverting existing designs > Brainstorming & Research <> Creating event identity (logo) + creating mood board > Creating templates > giving direction to agency for execution.

#### Solution

I took an initiative to revamp them and evaluated all area creative placements to improve theme through new style guide, the style guide idea consists of add all home relevant elements which also must look local and traditional as well as modern lifestyle elements, make event like sale by focusing discount call outs, develop colour combination which is appeal the eyes and also make design theme flexible to integrate with other campaigns as well as cross categories.

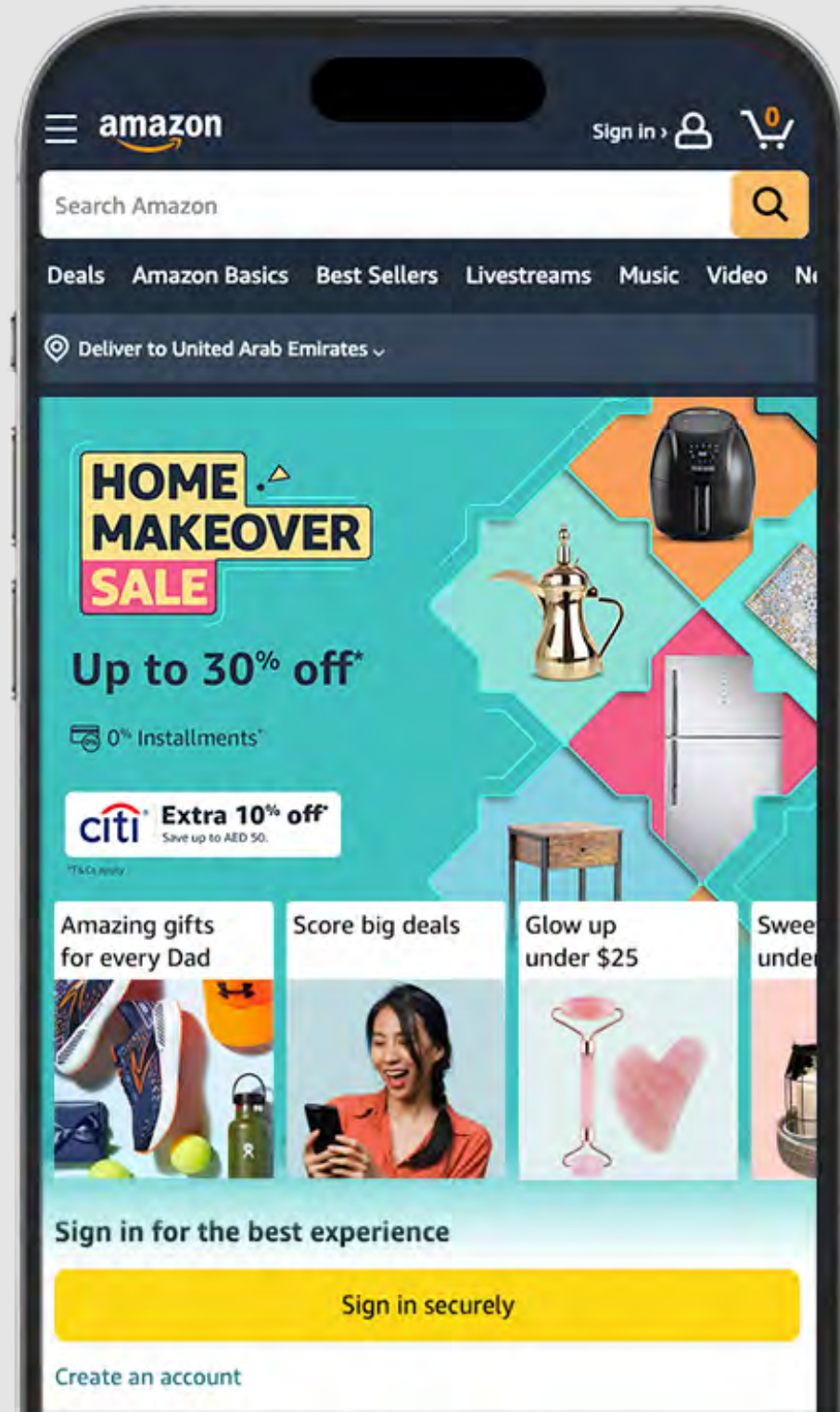
#### Impact

Work was appreciated by AE & SA leaders due to inject localization part in design.  
The fresh logo design built a dedicated identification to event which grab attention of viewers and increased CTR up to 17% within first three months. Flexible design template approach helped in having multiple layouts with lifestyle model and products to gather..



## Key visual

Consist of Campaign Logo, Localized Design elements, Human connection, Sale feel, vibrant colors.



# HOME MAKEOVER SALE

## Up to 30% off

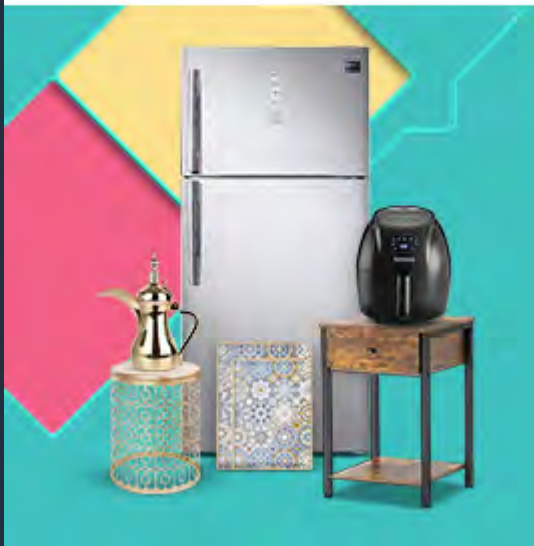


# HOME MAKEOVER SALE

## Execution and adoption for other channels

While creating design I kept in mind that it has to be flexible to adapt seamlessly to landing pages, newsletters, and social media, and all other channels.

Up to 30% off  
Home Makeover sale



**HOME MAKEOVER SALE** Up to 30% off  
0% Installments\*  
بنك أبوظبي التجاري  
ADCB  
Extra 15% off\*  
\*T&Cs apply

خصم حتى 30%  
+ خصم 15% إضافي  
منتجات المنزل والأجهزة  
والألعاب والمزيد  
استخدم الرمز:  
NEWHMS15  
\*تطبق الشروط والأحكام

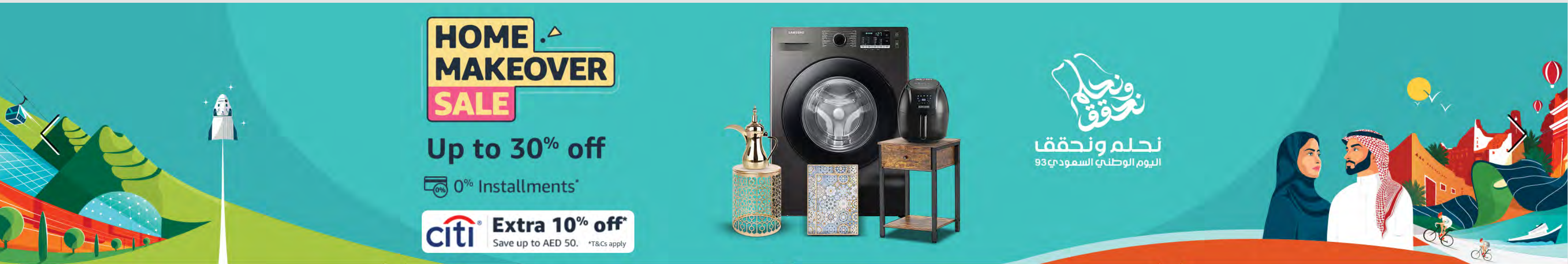
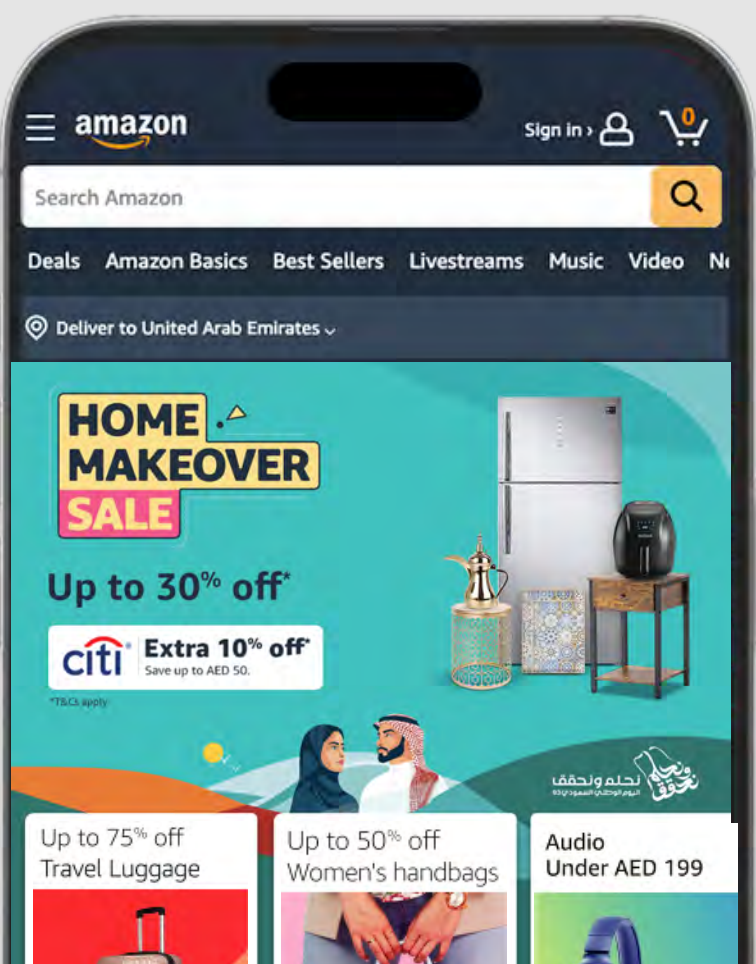
عروض  
جدد بيتك  
خصم إضافي 30%  
تقسيت بدون فوائد\*  
\*تطبق الشروط والأحكام

**HOME MAKEOVER SALE**  
Up to 30% off  
0% Installments\*  
بنك أبوظبي التجاري  
ADCB  
Extra 15% off\*  
\*T&Cs apply

# HOME MAKEOVER SALE

## Integration with other campaigns

The campaign identity and theme is flexible enough to integrate with other campaigns or categories as well. the one of integral execution successful done was with Saudi Foundation Day.



Up to 20% off electronics



Televisions



Smartwatches

Up to 20% off | Explore the latest releases



Kitchen



Large appliances

New Arrivals | Bags and Shoes



Tote Bags



Wallets

Get your furniture assembled for AED 1\*



Sofa



Beds

**Project:** Month End Saver Design Theme

**Company:** Amazon

**Scale:** Medium

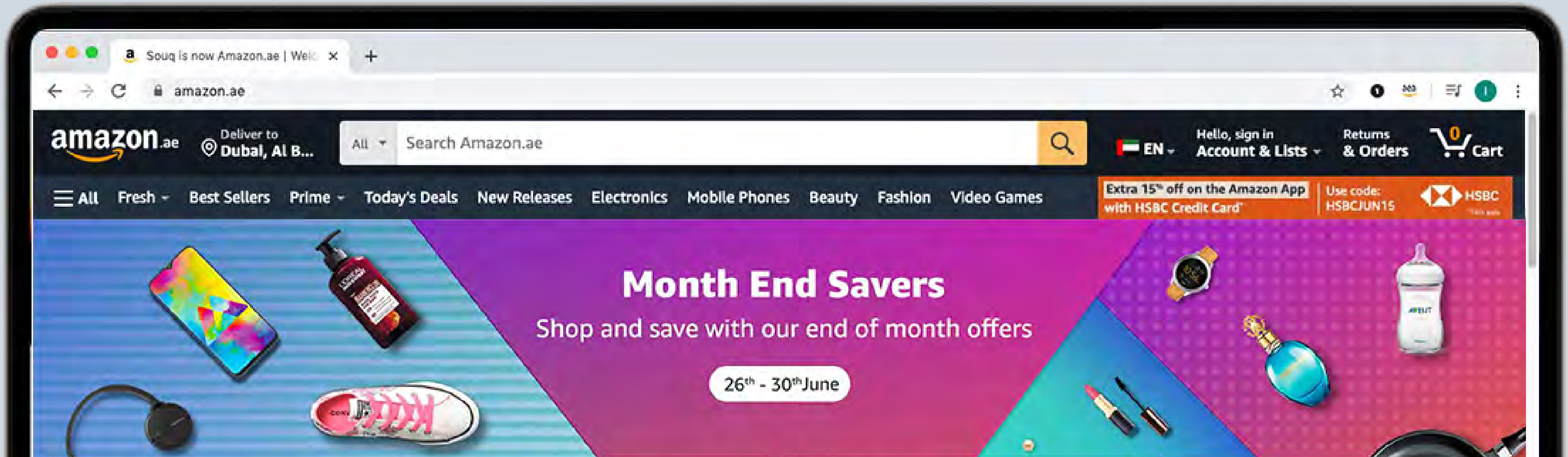
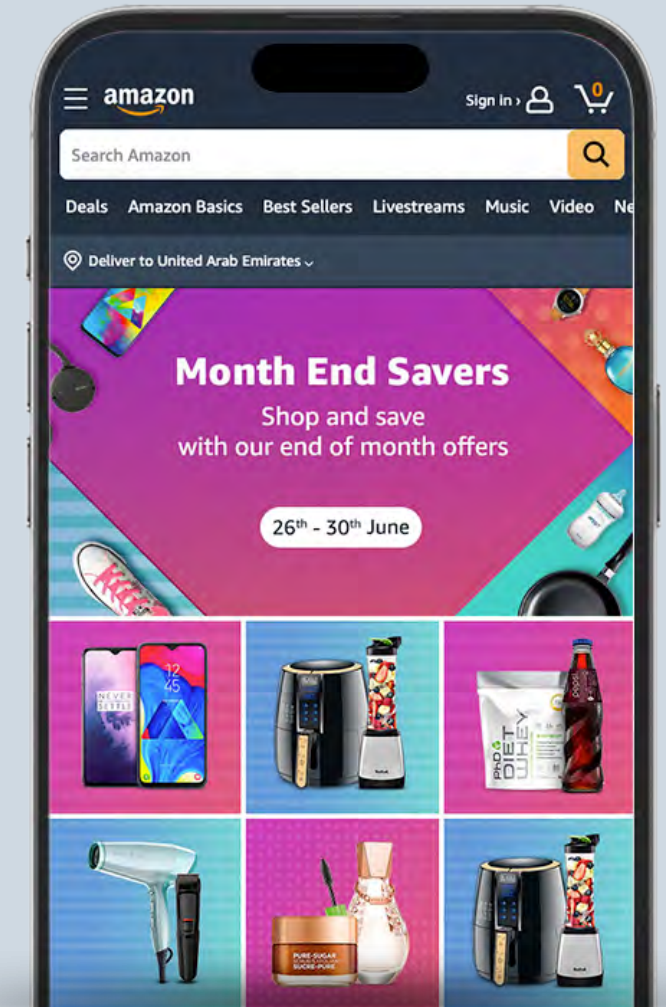
**Role:** Understanding brief, Providing Design Solution and creating design theme  
Created Templates, Execution

## Context

The Month End Saver campaign gets a refresh with dedicated themes each quarter, aiming for longer customer engagement through a vibrant and flexible design.

## Design Solution

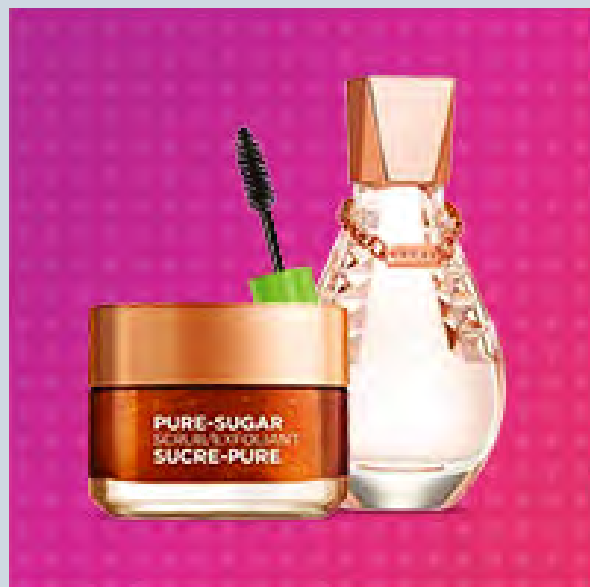
My design solution prioritizes a visually engaging and flexible aesthetic, effortlessly adapting to a wide range of products. The modern and sophisticated look caters to a discerning audience for a seamless user experience.



**Project:** Month End Saver Design Theme

## Design adaptability for all channels

The design exhibited exceptional flexibility, seamlessly accommodating a wide range of colors, product sizes, and presentation angles. This versatility ensured its successful application across various campaign channels, including Amazon Gateway, social media platforms, landing pages, and email newsletters. Selected design examples are available for your review.



# Month End Savers

amazon.ae



**Project:** Furniture Bazaar Design Theme  
**Company:** Amazon  
**Scale:** Medium  
**Role:** Understanding brief, Providing Design Solution and creating design theme, Execution.

16-23 every month

# Furniture Bazaar

Up to 40% off

## Context

Due to the recurring nature of the Furniture Bazaar campaign, the challenge lies in presenting a fresh and engaging experience for customers at each iteration, while maintaining brand consistency and ensuring immediate campaign recognition

## Design Solution

To achieve a fresh campaign experience, I implemented sub-themes while maintaining core design principles like clean aesthetics, text formatting, and product layout. By introducing flexibility in elements like the color and angle of a signature blade shape, a significant refresh was achieved, enhancing the customer experience.





16-23 every month  
**Furniture Bazaar**  
Extra 10% off\* with coupon

\*T&Cs apply



amazon.ae



amazon.ae

Extra 10% off\* Use code: **FURN10**

\*T&Cs apply

**Project:** End of Month Sale Design Theme

**Company:** Amazon

**Scale:** Medium

**Role:** Understanding brief, Providing Design Solution and creating design theme, Execution.

## Context

For the End of Month Sale, the consumable category needed a clean & product focused design with minimal embellishments.

This prioritizes clear communication of the core sales message for maximum impact.

## Design Solution

For fresh & clean visuals, I created a product collage layout on light blue background which ensures good contrast with a wide variety of product colors.

Additionally, the campaign identity elements were incorporated in more flashy style to grab attention & convey a sense of newness.

**End of month sale**  
**on household essentials**  
**Oct 29-31**







**End of month sale**  
on household essentials  
Oct 29-31



### Design element

To enhance the visual appeal of the collage and background, I incorporated curved design elements strategically placed around the products.

### Impact

- Boosted CTR by up to 5%: This quantifies the positive impact on user engagement.
- Due to simple design it reduced 40% of time to create graphics assets at every refresh.
- Category and liked the design and approved in on go.



**Project:** End of Month Sale Design Theme

**Company:** Amazon

**Scale:** Medium

**Role:** Understanding brief, Providing Design Solution and creating design theme, Execution.

## Context

The design aims to excite viewers with surprising sale, featuring adaptable variations to accommodate all different type of participating / categories.

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## Design Solution

Unleash the Sale identity! i used bold colors and blasting discount to grab attention of viewers.

Highlighted key categories & value for a clear, impactful message.



## Impact

The campaign achieved a 11.5% increase in click-through rates, category appreciated designs and approved concept in one go. All the items on the landing page got the same amount of attention, even if they weren't placed next to the main picture, because of how we used color.

## Project: End of Month Sale Design Theme

### Color selection

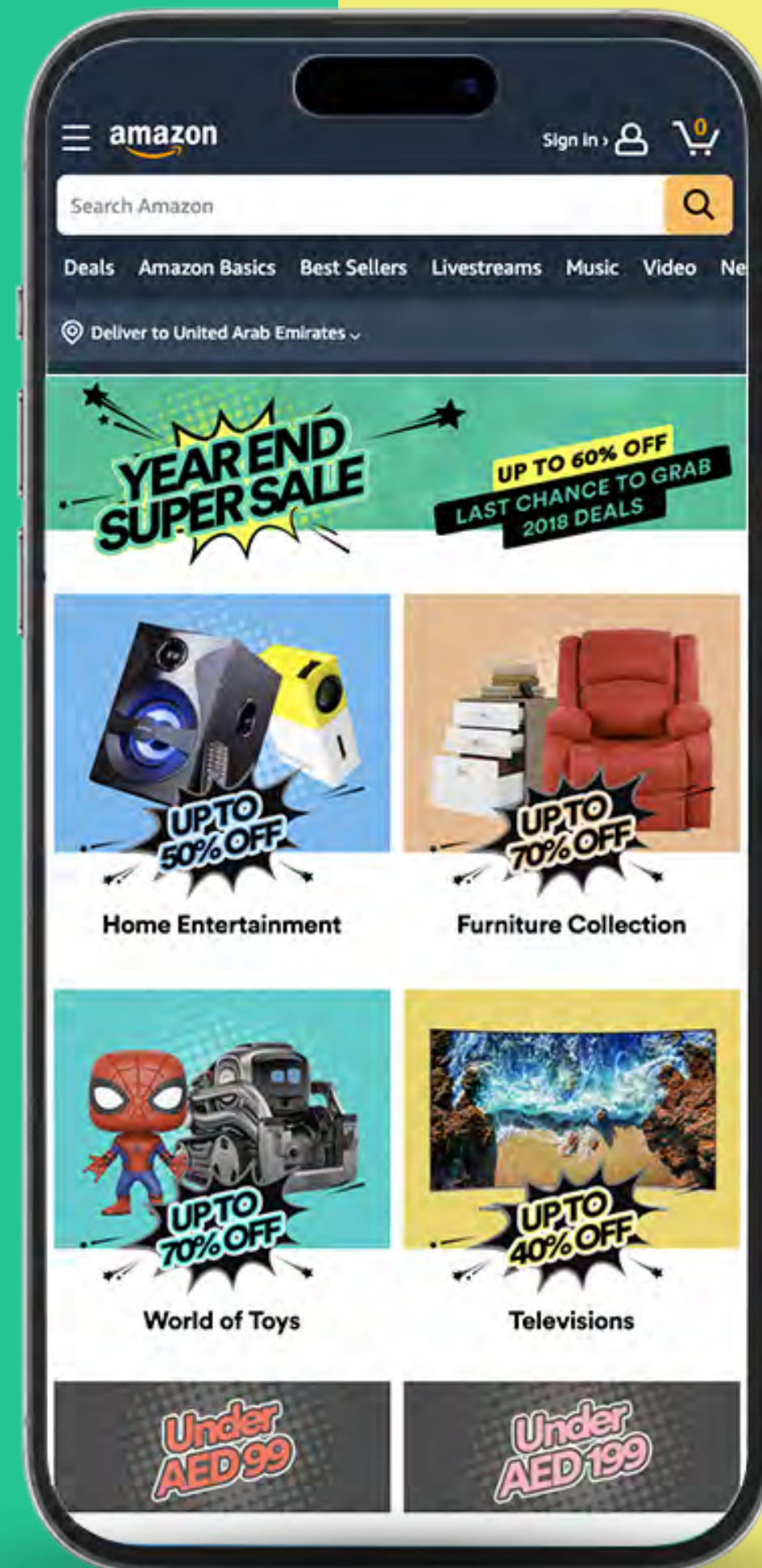
#### Primary color selections



#### Secondary color selections



### Design elements



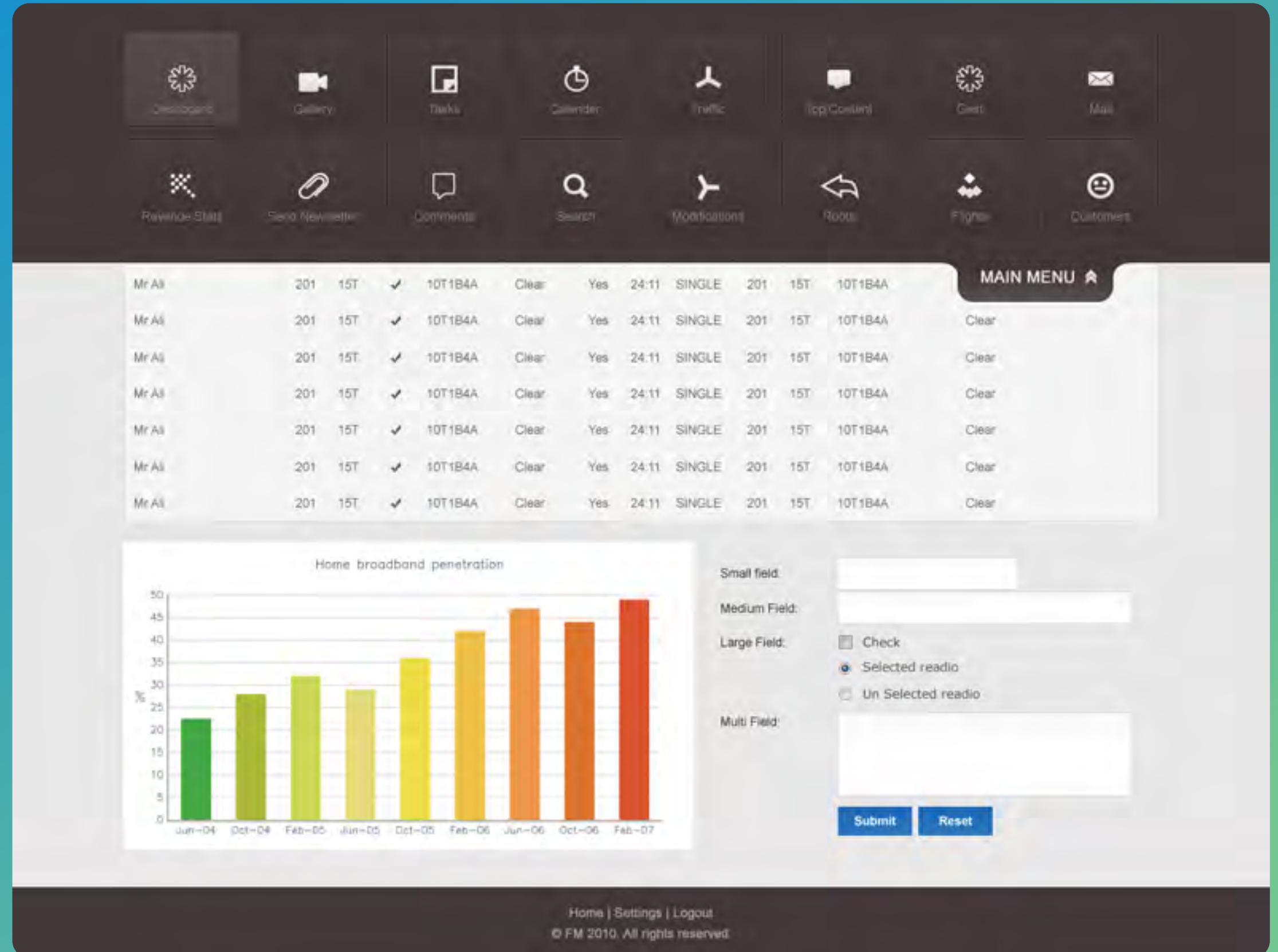
**Project:** UI/UX project  
**Company:** Web-Innovations  
**Scale:** Medium

## Context

UI was required for CRM system used by internal stakeholders.

Requirements were to create easy navigated & clean UI including Projects and status section, Reporting section, Sales section, internal communication section etc...

Following a collaborative brainstorming session, I designed a solution that incorporated a set of customized icons reflecting the services offered by the application and a well-organized layout promoting natural navigation.



**Project:** Logo Designing Projects

**Company:** Amazon

**Scale:** Small

**Role:** Understanding brief, Providing Design Solution and creating design theme, Execution.

### Capella Club - Key brief

Design logo for an institute to teach Dance and Martial arts.



### Birds Protectors- NGO - Key brief

Support heroes who save and protect birds.



### RASDO - NGO - Key brief

Growing and clean with collaboration of common people.

### M.Zaka- Key brief

Agricultural firms which is specialized to grow quality rice.

### Instruments Technology Link- Key brief

Tech company which sales all kind of testing meters.



### Al Saham Al Bariz- Key brief

Fashion & garment firm, known because of quality products.

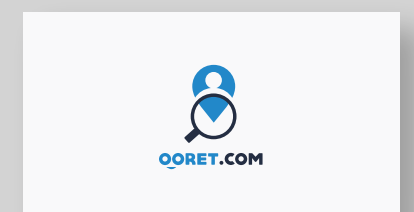
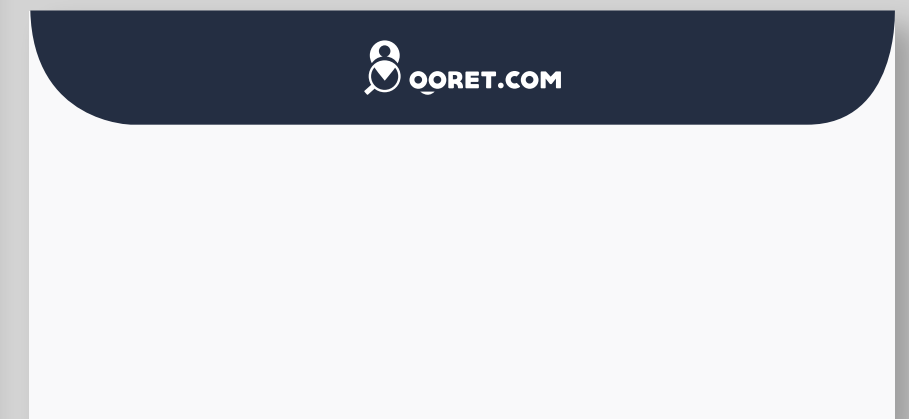
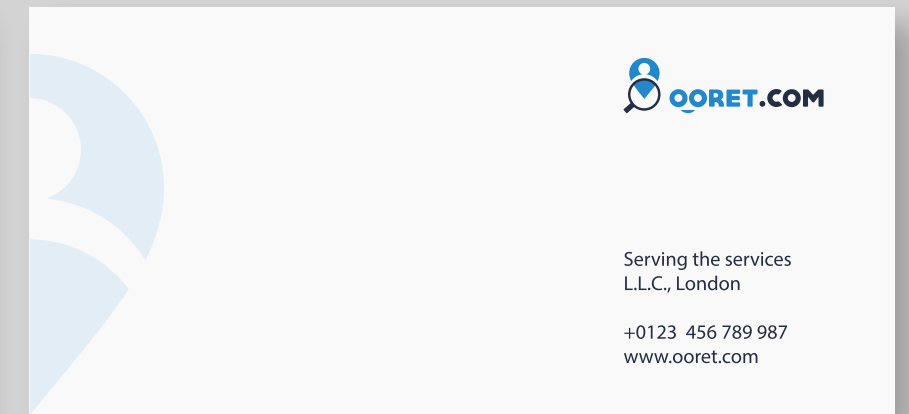
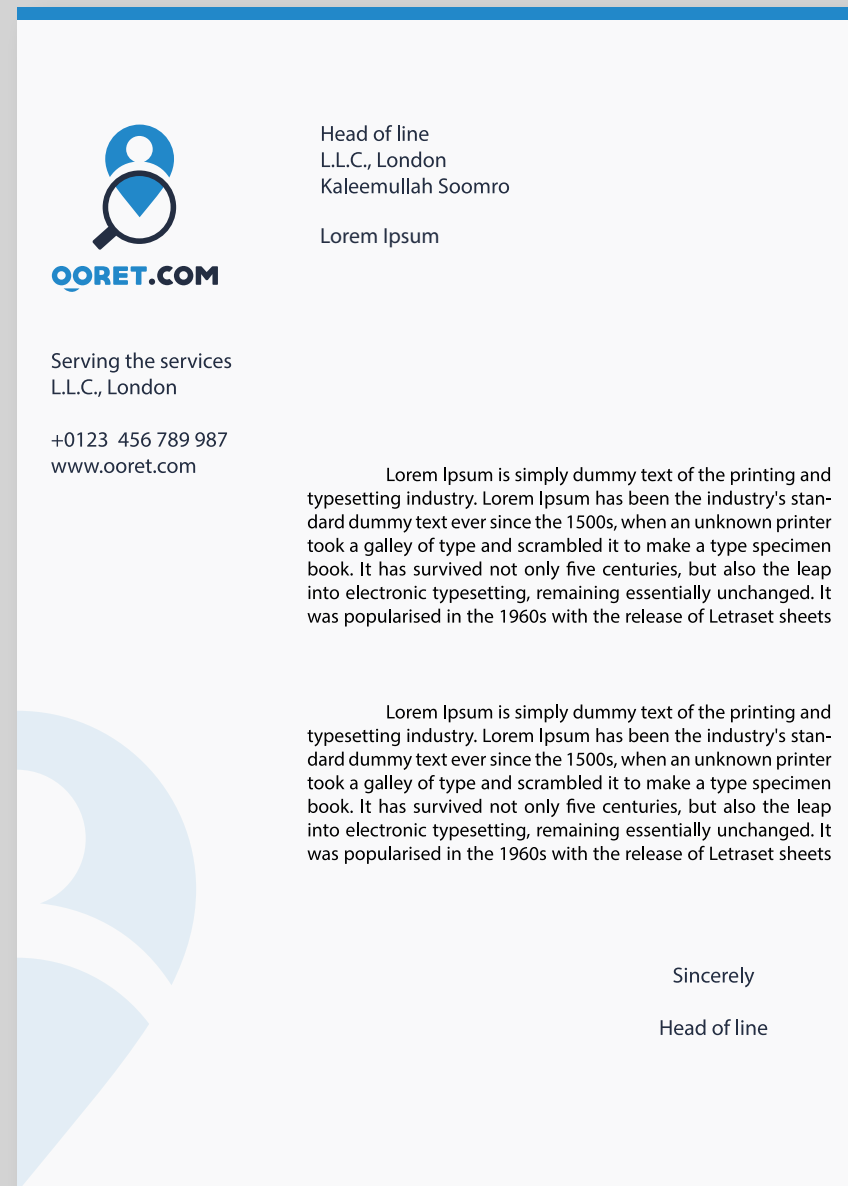
**Project:** Branding Project  
**Company:** Amazon  
**Scale:** Small  
**Role:** Understanding brief, Providing Design Solution



## Context and Design brief

I designed a brand identity for a company that required candidates on hourly basis in the near by location, The plate-forme helps the potential employees and employers to connect for job.

I wanted to create a symbol that makes users feel like they can easily find what they're looking for nearby. So, I came up with an idean that combines a magnifying glass with a location symbol. the client approved the identity in one go as it was simple and unique.





# Thank you for your time

You can reach out to me at following connections

[www.iasoomro.com](http://www.iasoomro.com) | [ias.creator@gmail.com](mailto:ias.creator@gmail.com) | +971 52 916 00 88



Working applications



Worked at

