

# Sara Bin Darai

English | Emirati

UAE National with Family Book | Native English Speaker

# CV

## Freelance Creative Director | Brand & Visual Identity

July 2025 – Present

Multidisciplinary Creative Director across luxury fashion, hospitality, & wellness, with expertise in branding, art direction, and spatial storytelling.

I lead projects end-to-end, from initial concept, mood boards, and visual identity through to shoot direction, set design, pop-ups, and brand activations. My work focuses on building cohesive brand worlds across digital and physical touchpoints, ensuring every element, from campaign imagery to in-person experiences, aligns with the brand's positioning and audience.

Blending creative direction with commercial awareness, I develop visually elevated, yet performance-conscious content and environments designed to strengthen brand identity, enhance guest or customer experience, and support marketing objectives.

Key projects include the SIRO Hotel Launch Campaign and Adidas National Football Kit.

## Creative Lead & Senior Visual Merchandiser

Jil Sander | Maison Margiela | Marni - OTB Group Middle East Jan 2024 – July 2025

Led the concept and launch of Maison Margiela's first café in the region, overseeing creative direction, menu and packaging design, and spatial storytelling to translate brand DNA into an immersive lifestyle destination.

Managed regional visual identity and retail experience across the Middle East for Maison Margiela, Jil Sander, and Marni, delivering end-to-end visual merchandising from concept through in-store execution.

Directed the launch of 6 stores alongside pop-ups and brand activations, leading cross-functional teams and external partners to deliver in line with global HQ standards.

Partnered with marketing, buying, and merchandising to develop seasonal store concepts, floor zoning, and product presentation strategies that supported both brand narrative and commercial performance. Regularly aligned with global headquarters on brand direction and seasonal assortments.

Mentored and managed regional visual merchandising teams to maintain consistency and executional excellence across all locations.

### Store Openings

Maison Margiela Cafe,  
Mall of the Emirates

Maison Margiela,  
Mall of the Emirates

Jil Sander,  
Mall of the Emirates

Maison Margiela,  
The Dubai Mall

Maison Margiela,  
Kuwait, Avenues

Marni,  
Saudi, Kingdom

## Visual Merchandiser

Versace | Chalhoub Group 2020 – 2023

Planned and executed 5 Versace store openings across the region, overseeing visual merchandising, spatial layout, and on-site operational rollout. Localized global campaigns for the regional market and supported the development of digital catalogues aligned with brand standards and seasonal launches.

Delivered pop-up activations including the Fendi x Versace "Fendace" collaboration and in-store events, coordinating cross-functional teams, in-store VM teams, and external suppliers to ensure high-quality execution under tight timelines. Partnered with supply chain and logistics teams to maintain smooth product flow and support timely seasonal drops.

Produced market research presentations and bi-weekly visual and product performance reports for headquarters, tracking visual impact, competitor activity, and commercial effectiveness.

### Store Openings

Versace Flagship Boutique, Versace Kids, The  
Dubai Mall The Dubai Mall

Versace Level Shoes,  
The Dubai Mall

Versace Avenues,  
Kuwait, Avenues

Versace Galleria,  
Galleria Mall Abu Dhabi

## Marketing Content Creator & Graphic Designer

KOA Canvas | LOWE | Nasab 2018 – 2020

Supported the launch and creative development of Nasab, LOWE, and KOA, a lifestyle ecosystem combining members' workspace, contemporary residences, and award-winning F&B. Led digital content development across all three brands, producing campaigns, visual assets, and brand messaging consistent with tone and positioning.

Conceptualized and executed in-house activations, brand events, and member experiences, overseeing creative staging, set design, and spatial planning to ensure alignment with each brand's visual identity.

Managed social media content and feed curation, including graphics, paid media assets, and advertising stories, maintaining cohesive visual storytelling across platforms.

Supported UI/UX design for website and app platforms, translating creative concepts into clean, user-focused layouts.

## Freelance Set Design | Branding & Graphic Design

2017 – 2018

Conceptualized and delivered visual environments for editorial and commercial projects, developing moodboards, spatial concepts, and visual identities aligned with brand direction.

Sourced and styled props and furnishings within budget, collaborating closely with photographers, stylists, and creative teams to execute cohesive, high-impact sets from concept through shoot.

Clients | Max Mara | Bloomingdale's | Harper's Bazaar | Vogue Arabia

## Education

University of the Arts London 2014 – 2017  
**London College of Fashion**  
BA (Hons) Fashion Media & Communication 2:1  
*Hair & Make Up for Fashion*

University of the Arts London 2013  
**Central Saint Martins**  
Foundation Diploma in Art & Design

**ESMOD Fashion University Dubai 2012**  
Foundation in Fashion Design & Textiles

## Certifications

**Adobe** | Design Fundamentals with AI  
**Adobe Graphic Designer** | Design that Demands Attention  
**MOMA** | Museum of Modern Art | Modern & Contemporary Art and Design

## Personal

500-Hour Registered **Yoga Teacher** — Yoga Alliance  
Strength & Conditioning **Boxing Coach** — ME-FIT Level 1  
Day Skipper **Sailing** — Royal Yachting Association

## Core Skills

### Creative & Brand Leadership

Creative Direction • Art Direction •  
Branding & Visual Identity •  
Luxury Fashion • F&B •  
Concept Development •  
Experiential Activations • Pop-Ups •

### Spatial & Visual Execution

Set & Spatial Design •  
Events • Fashion Styling •  
Graphic Design •  
Web Design •

### Delivery & Management

Project Management • Team Leadership •  
Pre + Post-production • Adobe Creative Suite •  
Adobe Express • AI | Firefly | Midjourney | Artist •

## Interests

Art & Ceramics • Health & Wellness • Fashion & Beauty • Yoga  
& Meditation • Travel • Sailing • Community & Creative Culture