

Mohd Khairul Bin Abdullah (Mohamed Khail)

Experiential Creative Designer & Creative Consultant — Singapore-born, Dubai based

Over 20 years of experience creating brands, campaigns, and experiences that connect with people — across branding, digital design, exhibitions, publications, and integrated marketing for government organizations, corporate brands, and cultural institutions.

PROFESSIONAL EXPERIENCE

2021 — Current	Al Oula 107.4FM — (HHC) — Dubai Government Corporate Identity Specialist & Branding Lead
2015 — 2021	Hamdan Bin Mohammed Heritage Center (HHC) — Dubai Government Marketing & Communications
2012 — 2015	Cold 24. LLC — Commercial Kitchen Interior Head of Marketing & Communication
2010 — 2012	Zara — Inditex Spain, Singapore Visual Merchandiser

EDUCATION

2010 — 2013	Murdoch University of Australia, Perth — Hospitality and Tourism Management (BBus), part-time
2008 — 2010	National Service, Singapore Armed Forces — Rifleman, 1st Transport Battalion, Corporal Rank
2006 — 2007	Institute of Technical Education, Singapore — NITEC in Digital Media Design, Interactive Media (GPA 3.80/4)
2002 — 2005	Broadrick Secondary School, Singapore — Cambridge GCE N Level, 5 passes

SELECTED PROJECTS & CONTRIBUTIONS

2025 · Middle East Hunting and Weaponry Exhibition — Stand Designs	2017 · Fazza Championship Falconry Graphics — Branding, TV Graphics
2024 · Dubai Dates Branding, Marketing and Exhibition Interior Design	2016 · Huboob Al Khair UAE Campaign — Lead Designer
2023 · Al Meydan Television Programme — Stage Design, TV Graphics	2014 · Sharjah & Abu Dhabi International Book Fairs — Stand Designs
2021 · Global Village VIP Entrance Package — 5 Editions Annually	

FREELANCE & PUBLICATIONS

Dubai Sport Council (banners) · Dubai Police Intelligence Department (logo design) · Turathna Abu Dhabi (Liwa Dates Festival branding, brochures) · Kuwaiti Airlines rebranding proposal (2017) · UAE Embassy Magazine (UK) · Fazza Championships Magazines (Editions 3, 5, 14) · Crown Prince Meeting Proposal, UAE Winter Camp

LANGUAGES & SOFTWARE

Languages: English · Bahasa Malay · Bahasa Indonesia · Mandarin · Basic Tamil · Emirati Arabic
Software: Adobe Illustrator · Photoshop · InDesign · AfterEffects · XD · Figma · Claude · Base44

