

HAMZAH SADEQ

Creative Director & Production Lead

Interior Design | AI-Assisted Visualization | Creative Operations
Saudi Arabia | +966 50 624 0894 | hello@hamzahsadeq.com
hamzahsadeq.com | linkedin.com/in/hamzahsadeq

PROFESSIONAL SUMMARY

Creative director and production lead with 3+ years building the creative, production, and operational side of a floral and events studio. Established CURIO's brand identity and interior space, introduced in-house fabrication, structured and priced a catalog of 200+ items, and built the integrated system used for invoicing, bookings, inventory, costing, and profit reporting, plus a bilingual client request tool that turns client choices into a production brief. Founded PivotCrux to develop self-initiated interior concepts, a seven-stage AI visualization system, and digital delivery tools.

CORE SKILLS

Creative and Design: Creative Direction | Creative Concept Design | Creative Strategy | Interior Design and Space Planning | Interior Styling | Brand Identity | Graphic Design

Production and Operations: Production Management | Creative Operations | Custom Fabrication | Product Design and Development | Material Sourcing | Supplier Coordination

AI, Systems and Business: AI-Assisted Visualization | Prompt Engineering | Business Systems | Design Management | Project Management | Cost Planning and Pricing | Business Development | Leadership

PROFESSIONAL EXPERIENCE

Creative Lead & Production Supervisor

[CURIO Floral and Events Design Studio](#) | Full-time | [Al Ahsa, Saudi Arabia](#) | [February 2023 – Present](#)

- Established CURIO's visual identity and logo, designed the studio interior, and coordinated implementation through final handover — covering electrical planning, AC drainage, lighting, and material finishes.
- Lead made-to-order event, floral, display, and custom-piece projects from consultation and brief through quotation, booking, materials, suppliers, fabrication, installation, and delivery scheduling.
- Art-direct social content, printed collateral, signage, and product presentation, maintaining one visual language across client-facing touchpoints.
- Introduced in-house fabrication (CO2 and diode laser cutters, FDM 3D printing, Silhouette Cameo paper and vinyl); integrated AI and custom prompt sets into the design workflow to shorten turnaround.
- Structured and priced a catalog of 200+ items spanning backdrops, designs, print and paper goods, natural and artificial flowers, vases, stands, displays, packages, and promotional offers.
- Designed and built one integrated business management system used for invoicing, quotations, event bookings, inventory, product cataloguing, pricing, cost tracking, profit visibility, and monthly reporting.
- Defined and developed a bilingual (Arabic/English) event-request web tool around CURIO's products and workflow using AI-assisted development: clients select products, theme colors and card shapes, enter exact wording, attach references, and export a structured PDF brief, so the team can review the design and confirm pricing before production.
- Developed a modular rentable backdrop system: reusable wooden base with interchangeable printed Forex PVC panels.
- Developed customizable 3D-printed vases as a core product line at roughly half the unit cost of comparable supplier stock, while adding a distinctive artistic element to floral arrangements.
- Supply tailored design, production, and product packages to five partner shops in the same sector, adapted to each project.

Founder & Creative Director | Lead Interior Designer

[PivotCrux AI Design Studio](#) | Self-employed | Remote | [September 2024 – Present](#)

- Founded and built the studio end to end, including its identity, portfolio website, service offering, and self-initiated concept projects for residential spaces and short-term rentals.
- Designed and refined a seven-stage prompt system for spatial work — space reconstruction, style extraction, palette direction, spatial analysis, concept generation, cost study, and delivery packaging — where each stage feeds the next; produced selected concept projects within hours.
- Create before and after visuals, day and night views, furniture layouts, and material palettes from room photographs.
- Prepare a cost study for each project presenting every item in a premium and a value option that hold the same design intent — with material, type, product name, average cost, and search guidance matched to the client's preferred retailers and country, so the client decides what fits and can source each piece directly.
- Built an offline-capable progressive web app (PWA) that packages project images into branded client presentations.
- Built a multi-currency invoicing and client-management system (SAR, USD, EUR), with service packages structured by scope.

TOOLS & TECHNICAL SKILLS

Design, AI and Visualization: Adobe Illustrator, ChatGPT, Claude, Gemini, Midjourney, Flux, Magnific, Krea, Freepik, Kling, prompt engineering, and custom prompt systems

Fabrication: Bambu Lab A1, Bambu Studio, CO2 laser, xTool D1 Pro, and Silhouette Cameo

Web and Systems: HTML, CSS, JavaScript, progressive web applications, and offline workflows

SELECTED PROJECTS

- Anything | Founder and Product Developer | 2025 — Independent product venture: 3D-printed NFC pieces that link a physical object to any destination, developed as a product line across six formats — event invitations with entry control, social links, digital menus, location medallions, content linking, and custom commissions.
- Brand Identity — Developed six identities across six markets: CURIO, LAV, Flower Bouquet, UNIQUE, Anything, and PivotCrux, covering logos, visual systems, menus, print collateral, and social art direction.

EDUCATION & PROFESSIONAL DEVELOPMENT

Interior Design Studies — Completed Two Years (No Degree) | University of Modern Sciences, Yemen

High School Diploma | Modern International School, Yemen

English Language Programme | SEEDS Education, Yemen | 2021

Certified under the Ministry of Technical Education and Vocational Training. Completed a two-year programme including Level 5B and Module L&W.

Additional training: graphic design and visual communication.

LANGUAGES

Arabic: Native | English: Upper-intermediate