

PROFILE

Mohamad Aarzoo

Assistant Vice President – Creative Director

Creative Head

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Mohamad Aarzoo brings over 11 years of rich experience in Graphic Design and Visual Communication, with expertise spanning branding, typography, UI/UX design, social media, and print production. He currently leads design communication.

Aarzoo is responsible for ensuring consistent, engaging design output across all platforms, maintaining design systems, and collaborating closely with marketing and product teams.

He has contributed to the growth of brands across the EdTech, Fashion, Cosmetics, Sportswear and Microfinance industries and has a deep understanding of how design drives engagement and business goals. He also contributes to key initiatives such as product interface design and content strategies.

Aarzoo joined us in July 2025 with a vision to blend creativity with meaningful impact for our organisation.