

OUR TEAM

CEO

JOE MOUFARREJ



Having more than 15 years experience in regional advertising & Branding, starting his advertising career from (Saatchi & Saatchi Worldwide & Brand Union), he founded LAVA Brands in 2010. Being a Guru in developing brands and campaigns has experienced with major global brands that include City Bank, Zain, Kingdom Holding, Western Union & P&G and has give the image to brands such as Al Hilal bank, Al Maabar, ADAT, Sourouh & Emirates Development Bank to name a few.

In 2010 Joe co-founded the MENA Design Research Center in Lebanon and it became one of the region's few institutions that focus on Design as a multidisciplinary tool for development and research. In 2012, the center initiated and organized the first Beirut Design Week, which set a new standard for Beirut as the Design Capital of the Middle East & North Africa. Born in Lebanon, Joe has a BA Degree in International Business Management and Fine Arts. He came to Dubai after having lived in Riyadh and Beirut. Joe is extremely involved in backpacking around the world and exploring different cultures.

ACCOUNT MANAGER

AMNA SHABBIR



She is a branding, marketing & advertising pundit, holding more than 5 years of combined experience as branding & communication specialist, project lead, events, key accounts and client relationship manager.

Having expertise in strategic planning brand communications, marketing & advertising (ATL, BTL & TTL), with diverse industry experience from media, FMCG to real estate, retail, and fashion and with some of the finest names, such as RedBull, RB (Dettol), DKT International, SIB & KE. Having worked with major national & multinational brands & advertising agencies for International markets, she brings with her diverse experience and the strong understanding of corporate & consumer insight, which gives her an edge to understand clients' requirement, their target audience and is able to meet the expectations.

DIGITAL LEAD

NABEEL UR REHMAN



A versatile multi-skilled creative professional with over 10 years of integrated experience and a demonstrated history of creative expertise in Digital Interactive Design & Development and Web Application Development.

Being a gold medalist in his masters degree in computer science, he holds strong multi-task and leadership skills with ability to direct, manage and develop a productive team and work efficiently under pressure with quality output. Extensive knowledge of designing and programming techniques & tools. Currently managing digital team and overlook & provide guidance and assistance in developing creative strategies, develop and manage creative and digital solutions, managing projects from concept to completion and looking over day to day task to maintain quality assurance.

CREATIVE LEAD

RASHA HIJAZI



Broad experience of 6 years in graphic and Visual designing is qualified and efficient in branding details such as logos, brochures, newsletters, stationary, illustrations and web design; in addition to it she has excellent competency in mood-board designs , story-telling and developing and designing storyboards for communications. Has worked at agencies based in Lebanon, Jordan, and Dubai, like Inception, Marketing Republic, Seeqnce, and Cinemoz . Mainly worked on branding, and communication designing, is highly organized, extremely responsible, and possesses high capability to work under pressure. Holds excellent communication skills in English and Arabic, whether written, read, or spoken. With a great passion for RASHA HIJAZI photography and a great supporter of the Manchester United Football Club!

UI/UX DESIGNER

ALI CHAUDHRY



Has been working with LAVA BRANDS for 3 years. Possesses 6 year of intensive experience in the UI/UX graphic and communication design has rendered his services to brands like ENBD, Dickes, Sharjah Islamic Bank, Audacia, Wujha and more.

Also Leading creative team at head office his responsibilities includes to lead, direct and work with his team for creating concepts, brand identities, corporate communication, marketing campaign and preparing and checking final artworks and jobs done by creative team. Holds excellent communication skills in English and Arabic, whether written, read, or spoken. Choudry has a great interest in photography and tourism.

CREATIVE DESIGNER

ABDUL SAMAD

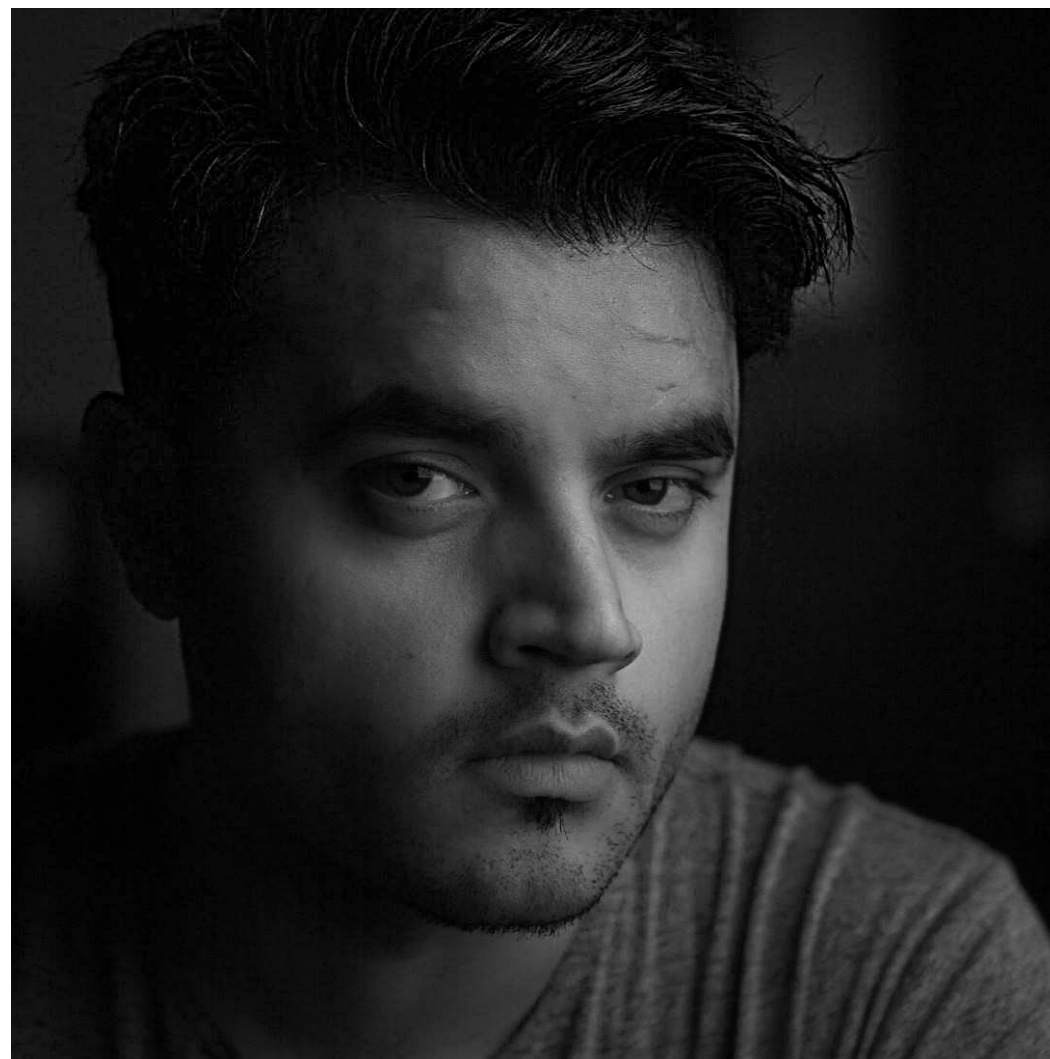


A full stack graphic designer, with 9.6 years of experience working in areas ranging from Illustration, character design, graphic design, packaging, art direction, typography and identity.

Having worked with one of the famous branding agencies with renowned clients like Majid Al Futtaim, Panerai, Roger Dubuis, Wujha, Sharjah Islamic Bank and more international brands. His interest in art and creativity had urged him to do his graduation in Applied Arts. A passionate designer and live portrait artist who holds a magic in his hands to create heavens from scratch.

CREATIVE VISUALIZER

SCHOAIB ISHTIYAQ



Has been working with LAVA BRANDS for 2 years responsible to visualize the creative language, direction and look n feel for different brands and campaign communications. Graduate in Multimedia Design he is young, energetic and hold 5 years of experience in conceptualization and visualizing the communication design directions.

Not just this his expertise in multimedia animations, filming and photography is an added value for our clients.

FRONT-END DEVELOPER

INAM SANDHU



He has 4+ years' experience and knowledge of frontend web development he has keen understanding of latest web trends and standards.

He has excellent understanding of user needs and expectations with knowledge in areas such as Human Computer Interaction and User Interface Design and Modeling.



Contact us

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Thank You