

ira
design studio
credentials

**We see design
as a seamless flow
of ideas 😊 👍 ❤️
to make your brand
seen, felt and lived.**

**We are a minimalist
design & digital studio.
with a tight-knit,
experienced team
of specialists.**



What we do?

Design

Brand Identity

Brand Positioning

Brand Strategy

UI / UX Design

Content

Films

Strategic Campaigns

Tactical Campaigns

Spaces

Concept Design

Retail & Office Space

Event Activation

Social

Content Creation

Photography

Community
Management

Media

Website Audit

SEO

Meta / Google Ads

OOH / Digital Media

At the core of our approach lies a simple but powerful question “why?”

We believe that understanding why you do what you do is the first step toward creating meaningful impact.

That’s why as your agency partner, we’ll ask the right questions — to understand your brand’s purpose, values, and goals from the inside out.

Once the why is clear, the how naturally follows.

This process helps us craft solutions that aren’t just creative, but truly customized to your brand’s story and ambitions.

Our Team



Our Team



Amresh Mondkar **Design Director, Partner.**

A seasoned creative professional with two decades of experience in design, branding, and art direction. Based in Dubai for over 18 years, he has collaborated with leading local and international brands, earning accolades from prestigious institutions such as D&AD, The One Club, and Dubai Lynx. His past experience with various agencies includes significant contributions within the banking, real-estate, FMCG and automotive, having worked on brands like Dubai Islamic Bank, HDFC Bank, Emaar, Damac, Britannia, Dove, Lexus, Infinity & Nissan



Jeflin Hashim, **Account Director.**

A seasoned marketing communications professional with over 13 years of experience specializing primarily in automotive and banking sectors. Executed successful marketing campaigns across various channels, consistently exceeding client objectives for brands such as Maserati, Ferrari, Nissan, Renault, Infiniti, TVS Motors, Ashok Leyland LCV, Dubai Islamic Bank, HSBC, UAE Banks' Federation, Ahlibank, Philips & Dell.

Our Team



Tarun Kanti Ghosh **Digital Media Specialist.**

A digital and tech professional with over 20 years of experience in the field. Renowned for his expertise as an HTML5 and PHP developer, Tarun has a proven track record of delivering exceptional digital solutions that yield measurable results. In his past tenure he has worked on Emirates NBD to provide digital support for the email marketing and setting up their performance campaigns.



Sibina Basheer **Social Media Manager.**

A new age pro at navigating the digital world. From social media marketing gigs to content creation, Sibina's done it all. Sibina brings a perfect blend of creativity and expertise to our team! While we as a team understand the category, she understands the medium of social media. Her expertise ensures smooth, integrated and updated operation across the social channels.

Our Clients





Prepay Nation

Leading global B2B marketplace
for prepaid products

Scope

Identity Design

Brand Asset Creation

Website UX / UI

Brand Guidelines

Content Creation



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nation**

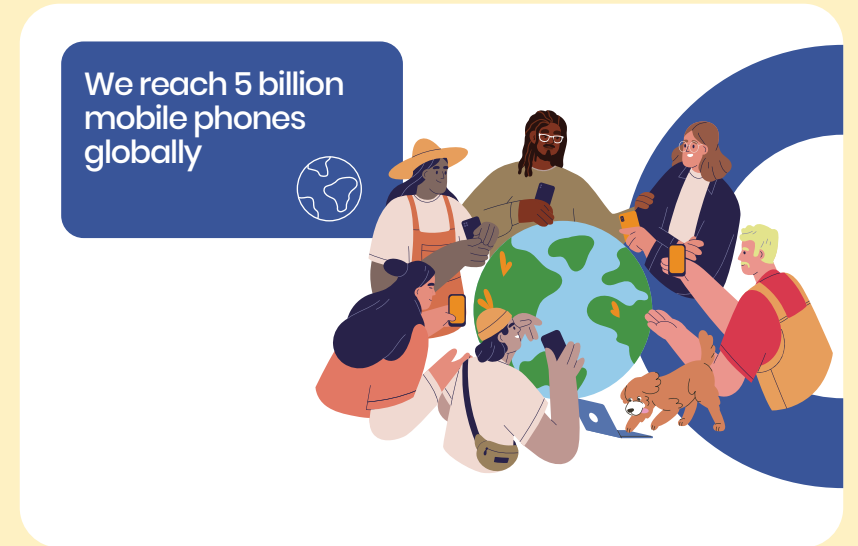
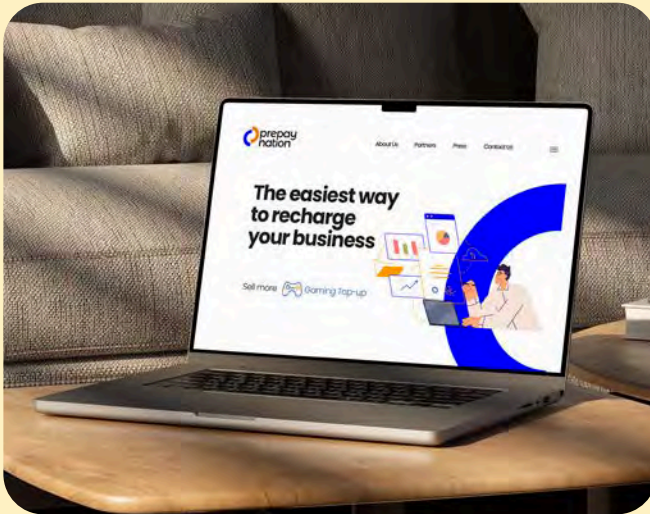


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Sole generator, transmitter and distributor
of electric power in KSA.

Scope

Brand Asset Creation

Annual Report Design

Content Creation





Budget Rent-a-Car, UAE

Leading car rental and leasing company in UAE.

Scope

Content Creation

Social Media Marketing

Media Buying

Design Services



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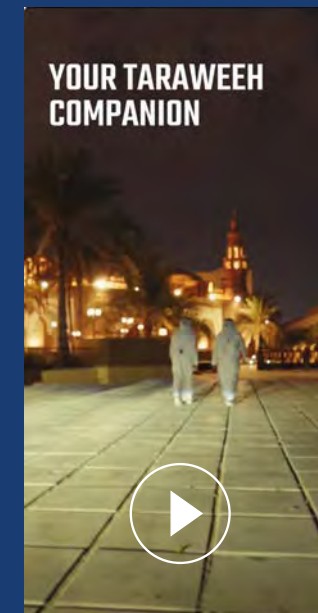
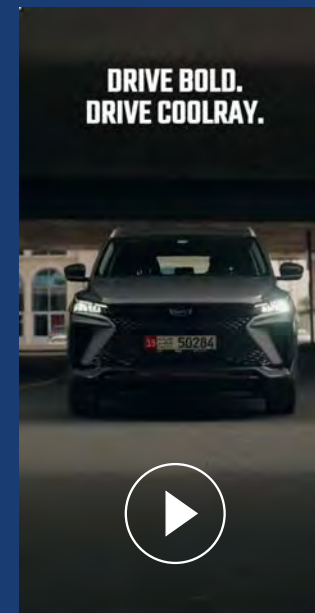
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EXCLUSIVE RENTALS ON BMW.**



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Budget



Background:

Budget Car Rental has been aggressively pushing its marketing initiatives to increase fleet bookings since the takeover of AGMC. With new additions like Geely Coolray to its fleet, the brand wanted to capitalize Ramadan, with offers across the range. The key objective was to generate maximum quality leads during the campaign period.

Problem:

Being the largest consumption opportunity of the calendar year, Ramadan is a busy period when all brands actively seek visibility and conversions. With no add-ons for Ramadan, the brand had to achieve the campaign objectives within the allocated monthly social media budget.

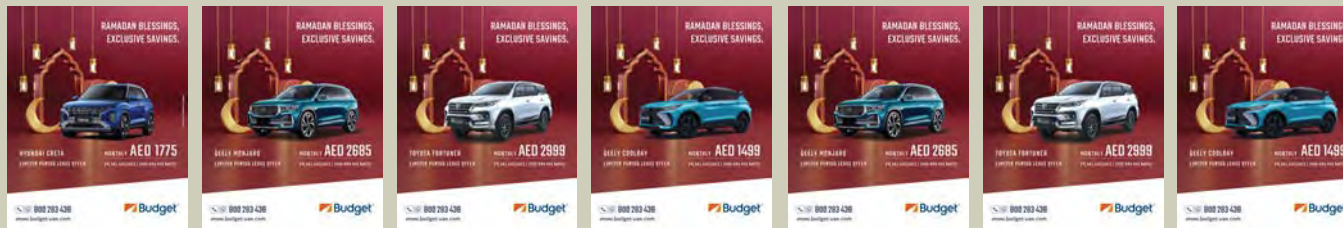
Solution:

We had to put all our eggs into one basket. We proposed a carousel post, which acted as a catalogue for the entire offer range and pushed the post aggressively across Meta platforms. **The post featured 7 different models with prices ranging from AED 1499 to AED 4995. The models were assorted as per popular demand, featuring only their offer price and key RTBs.** The campaign was optimized to reach the highest performing demographics and filtered at three levels to ensure quality leads.

Result:

The proof of the pudding was the 244 leads generated during the 4 week campaign. The difference in spike was by 5.3x compared to the promotions run during the same month in page, with the same budget and reach. It achieved an Engagement Rate of 6.97% and 5.02% on Facebook and Instagram respectively, compared to the standard average of 3.4% and 1.7%.

The campaign concluded by delivering 64% of the entire lead generation for the month, utilizing just 20% of the monthly budget.



244 Leads		5.3x Spike		64% Leads	
6.9%		5.02%		@ 20%	
Facebook		Instagram		Monthly Budget	
		Engagement Rate			

Satv Herbal

Curated Herbal Infusion Tea

Scope

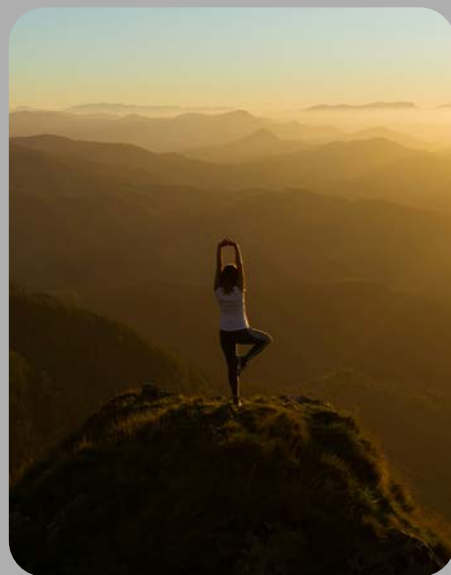
Identity Design

Brand Asset Creation

Website UX / UI

Brand Guidelines

Packaging Design







Aafaq Islamic Bank

Leading digital Islamic financing bank.

Scope

Content Creation

Social Media Marketing

Design Services

1:28

Posts

aafaqislamicfinance

Follow

From Daily Runs
to Dream Destinations

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Exclusive 20% off
on Careem & Talabat**

Exclusive 25% off
on Avis & Hala*

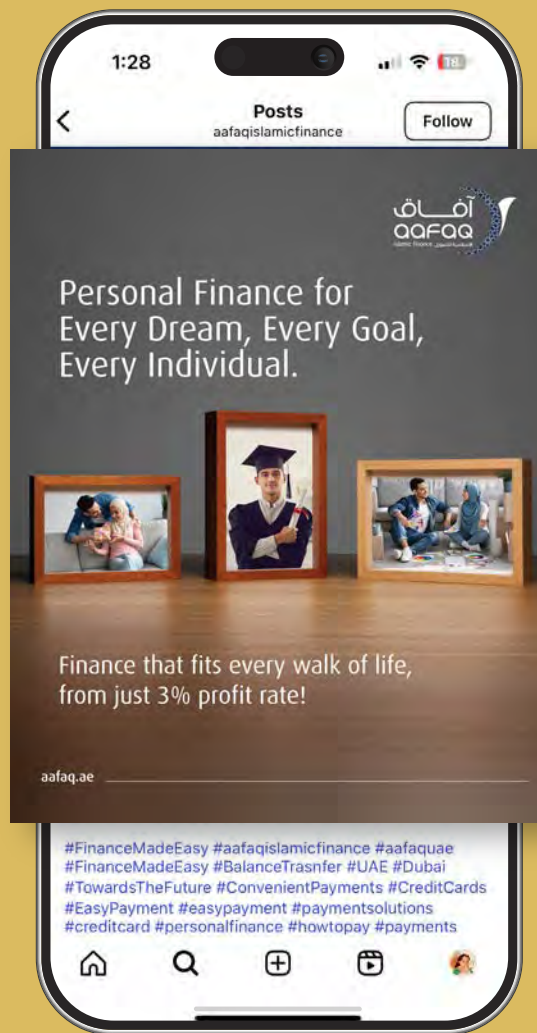
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- 🚗 25% off with Avis & Hala*
- 🍽️ 20% off on Careem & Talabat**
- 🏠 Complimentary Lounge Access & Valet Parking ...and much more.



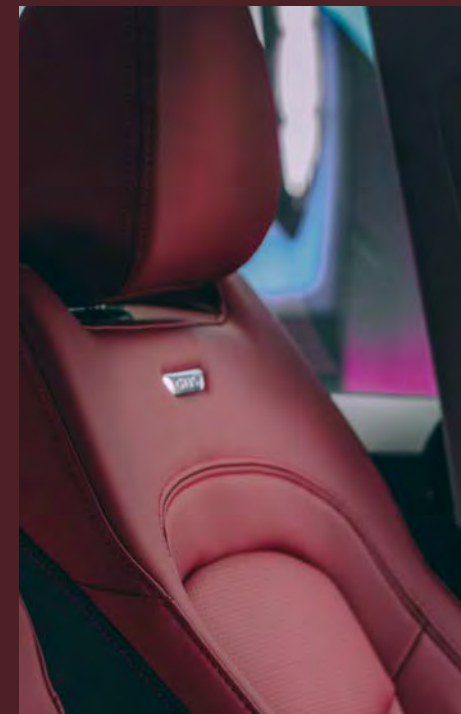


Chery

Scope

Content Creation

Event Documentation



Thank You

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