



WHERE SIGNAL BECOMES STORY.

ABU DHABI . UAE . GCC
CREATIVE / MEDIA / AI / 3D





01 / POSITIONING

AI-native creative, media and physical production house.

RSHD connects strategy, identity, campaign, film, motion, 3D, AI, digital experience and physical production under one creative direction

THE AI-NATIVE MEDIA HOUSE.

ABU DHABI/ UNITED ARAB EMIRATES



02 / EXPERIENCE

Twenty years of visual craft.

Founded by Rasheed, RSHD is built on approximately two decades of motion graphics, 3D and creative direction across government, institutional and corporate communication.

RECOGNITION

8

UAE institutional recognitions

Abu Dhabi Police
Ministry of Interior
Government Summit
Abu Dhabi Islamic Bank



03 / THE DIFFERENCE

Two pillars. One creative language.

PILLAR 01

CREATIVE & MEDIA

Brand strategy & identity
Marketing & campaigns
Film / photography
Motion & 3D
AI creative studio
Digital & social
Corporate communication
Exhibition & event creative

DESIGN THE IDEA / VISUALISE IT

PILLAR 01

3D PHYSICAL PRODUCTION

Exhibition models
Architectural models
Industrial prototypes
Safety & training props
Healthcare models
Oil & gas models
Custom awards
Product prototypes

/ ANIMATE IT / PRINT IT



04 / BRAND STRATEGY

Before the visual comes the reason.

Brand systems begin with positioning, audience, narrative and visual territory. RSHD turns those decisions into identities that remain coherent across every touchpoint.

Brand positioning

Brand architecture

Brand narrative

Messaging

Visual identity

Typography systems

Campaign platforms

Brand guidelines



05/ MARKETING & CAMPAIGNS

Own attention. Then build recognition.

CAMPAIGN

Creative platform

Key visual

Advertising

OOH

CONTENT

Film

Motion

3D

Social

DISTRIBUTION

LinkedIn

Instagram

YouTube

Digital

STRATEGY

CREATIVE PLATFORM

CONTENT SYSTEM → DEPLOYMENT





06 MOTION, FILM & 3 D

Movement is part of the identity.

Corporate films, brand films, product visualisation, 3D animation,
data visualisation, event graphics, VFX and motion finishing.

3D / MOTION / FILM



07/ AI CREATIVE STUDIO

AI is a production layer. Not the idea.

RSHD uses AI to accelerate exploration, generate visual possibilities, create campaign assets, extend environments and support video and audio production.



CONCEPT
Explore



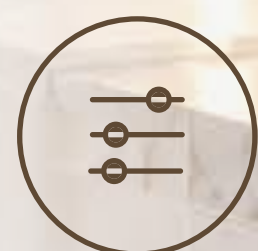
IMAGE
Create



VIDEO
Animate



AUDIO
Voice



POST
Refine

CREATIVE JUDGMENT CONTROLS THE RESULT.



08/ DIGITAL & SOCIAL

Every platform. One brand.



LINKEDIN



INSTAGRAM



YOUTUBE



WEB



DIGITAL
EN/AR

RSKD develops digital content systems across LinkedIn, Instagram, YouTube, websites, digital advertising and corporate communication.





09 / CORPORATE COMMUNICATION

Complex information. Clear communication.

RSHD translates technical, institutional and corporate information into visual systems for decision-makers, employees, customers and public audiences.

- Annual reports
- Corporate profiles
- Investor presentations
- Executive decks
- Infographics
- Data visualisation
- Training content
- Internal communication



10 / EXHIBITION & EVENT CREATIVE

Make the environment part of the brand.

From exhibition identity and LED content to 3D booth concepts, product visualisation, presentations and physical models.

ADIPEC

GITEX

IDEX

CITYSCAPE

ADNEC

CORPORATE EVENTS



11/ 3D PHYSICAL PRODUCTION

From screen to object.

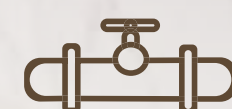
RSHD extends 3D expertise into design-led physical visualisation and prototyping for exhibitions, architecture, energy, safety, healthcare and industrial environments.



EXHIBITION
Scale models / awards



ARCHITECTURE
Masterplans/ buildings



ENERGY
Equipment/pipelines



SAFETY
Training/hazard props



HEALTH
Anatomical / education

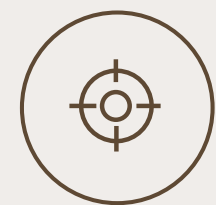


INDUSTRIAL
Prototypes / mockups

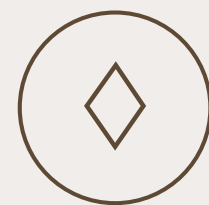


THE INTEGRATED MODEL

One engagement. Multiple outputs.



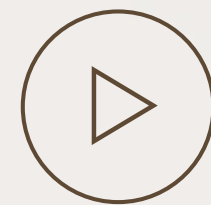
STRATEGY
Position



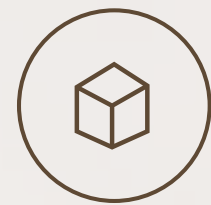
BRAND
Identity



DIGITAL
Campaign



MOTION
Film



PHYSICAL
Model



EVENT
Booth

A single creative direction can move from campaign strategy to exhibition design, digital content, motion, 3D visualisation and a physical model.





13 / SECTOR EXPERTISE

Built for complex industries.



GOVERNMENT & PUBLIC



ENERGY & OIL / GAS



FINANCE



REAL ESTATE



HEALTHCARE



LOGISTICS & INDUSTRIAL



LUXURY

ABU DHABI / UAE / GCC



14 / PROCESS

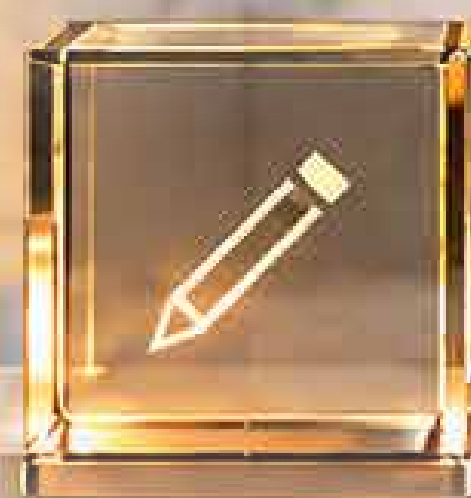
Disciplined process.



DISCOVER
Business / audience



DEFINE
Position/message



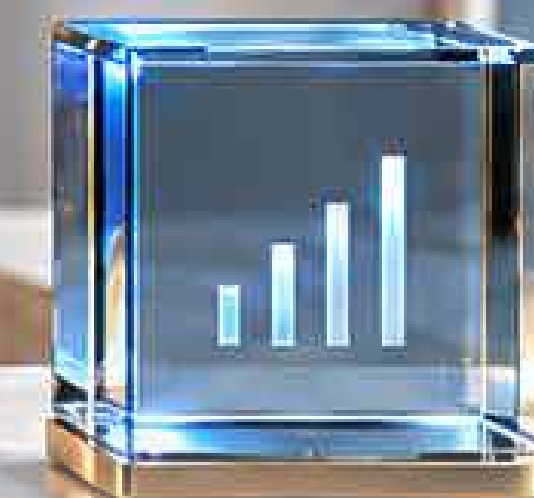
DESIGN
Identity/ campaign



DEVELOP
Production / AI /3D



DEPLOY
Digital / event



EVOLVE
Adapt/scale

WHY RSHD

20 years of visual craft

UAE government experience

AI-native workflow

Digital + physical 3D

English + Arabic

Abu Dhabi based



15/ CONTACT

LET'S BUILD WHAT LASTS.

Rasheed /Founder & Creative Director



rasheedx@gmail.com



+971567131235



rshddigital.com



Instagram @rshddigital

CREATIVE / MEDIA / AI/ 3D

ABU DHABI. UAE GCC