

OMNIA™

OMNIA

Q1/2024

Welcome to The Omnium – Q1 2024: Embracing Growth, Innovation and Design Experiences

As we embrace the first quarter of 2024, we are excited to share with you all the news and stories from Omnia.



WELCOME

The start of 2024 has seen our team hard at work, channeling our collective passion and expertise into delivering exceptional results for our clients and partners. We are thrilled to share with you a glimpse into the achievements, insights, and initiatives that have led us through a very busy Q1, from the creative brand assets for Dhai Dubai Light Art Festival at Expo City, to the delivery of Tadweer's newest identity to shape the green development of its waste division..

As we navigate the evolving landscape of our industry, your support and partnership continue to inspire and drive us forward to achieve incredible experiences and results for your business.

Thank you for entrusting us with your vision, your aspirations, and your journey. As we embark on the second quarter of the year and enter the holy month of Ramadan, we extend our warmest wishes to you and your loved ones. We hope you enjoy this edition of The Omnium and all the latest stories from our team.

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CLIENT SUCCESS STORIES

Expo City: Dhai Dubai Light Art Festival

Dhai Dubai, in collaboration with Expo City Dubai, introduced the Dhai Dubai Light Art Festival, a pioneering initiative aimed at empowering and showcasing local Emirati artists specializing in the medium of light. A dedicated space was provided for Emirati artists to explore and experiment with light, celebrating the rich talent pool inherent in Dubai while nurturing its cultural heritage.

Dhai Dubai required a brand identity that would support their communications and marketing goals around the festival and bring Dubai to the global stage.





How Omnia delivered a standout identity for elevating Emirati art to the global stage.

Omnia used the festival's overarching statement "Light influences Life" to develop a brand identity that would stand out and fit the festival's spirit, whilst retaining the heritage of the Emirati culture.

The new identity encapsulates the profound connection between the spiritual and material worlds. In Arabic culture and art, light also holds symbolic significance. The day is marked by rituals, the call to prayer often taking place in the soft glow of early morning or in the transition between daylight and twilight, symbolising a shift from the physical world to a spiritual realm and providing a moment of peace and serenity. The art and architecture of this region are renowned for their exquisite use of light and shadow.

Geometric patterns, intricate arabesques and beautiful stained-glass windows allow light to filter through sacred spaces, evoking a sense of awe and wonder.

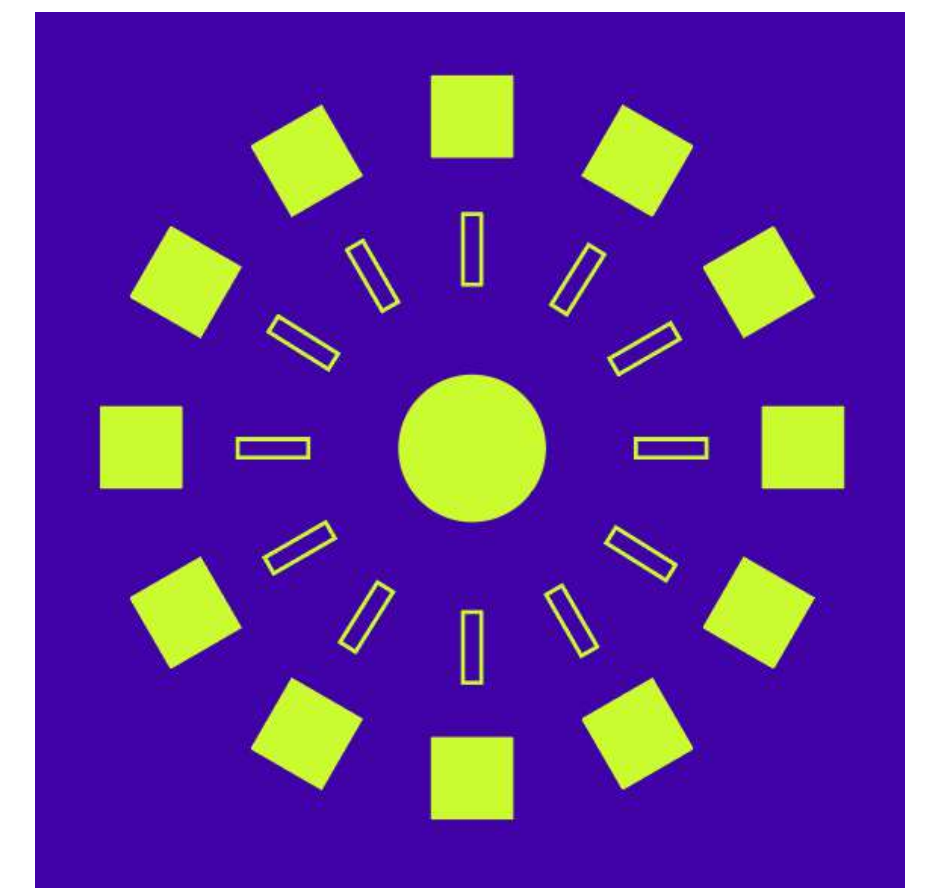
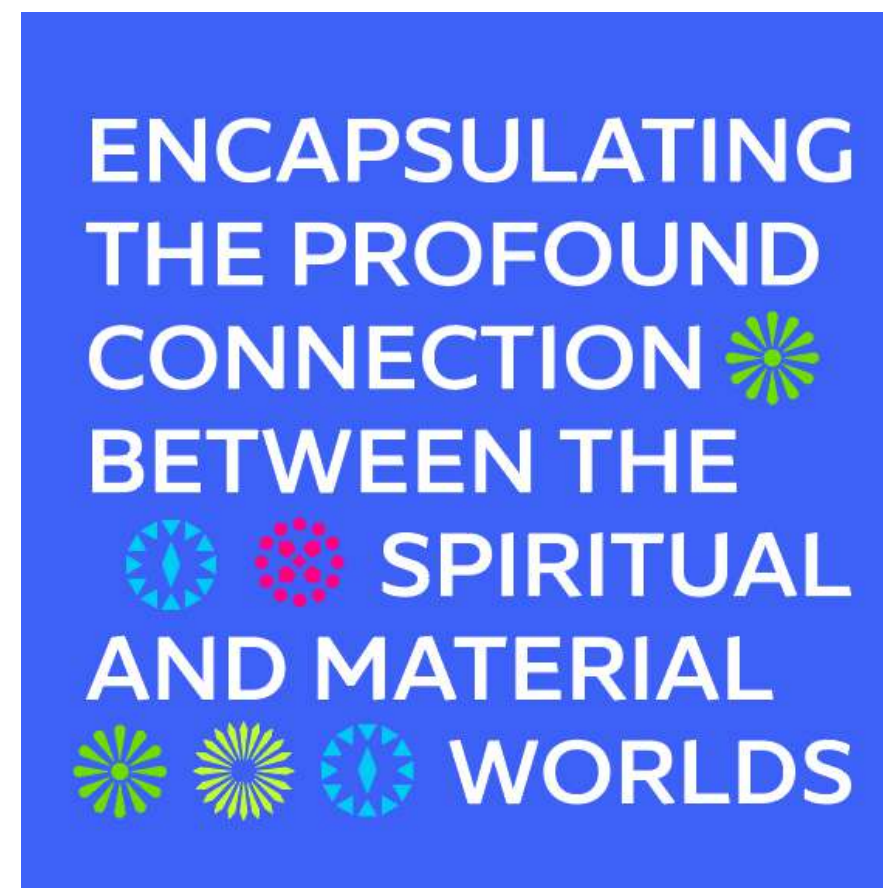
Omnia incorporated these geometric patterns, intricate arabesques and bold, vibrant colours of beautifully stained-glass windows to develop a brand identity that would mainly live on social media and digital platforms. The creative outputs were also easily adapted for bespoke merchandise available at the event.

Omnia developed templates for social media that would encapsulate the festival's spirit and provide standout posts for their social media activity, particularly across Instagram and LinkedIn.

Brandmark and brand assets

Omnia created a brandmark for Dhahi Dubai Light Art Festival, which centered around the Arabic name, elegantly arranged in a vertical layout spelling out Dhahi Dubai.

The design highlights kashidas to reflect the connection created between people and art through light. The elongation of kashidas artistically connects each letter through graphics inspired by cultural elements extracted from Mashrabiyyas in Dubai, vividly conveying the essence of art, light, and movement.



Result

This was a really enjoyable project for the Omnia team, with a brand identity created to support Dhai Dubai's goals of emphasizing its commitment to local artists, artistic excellence and community engagement.

The outputs were stunning examples of standout graphics and templates that shone across all their social media activity. The festival ran from 29th January until 4th February and the visual identity and graphics created to support the imagery, delivered a unique and creative approach for Expo City to promote and elevate the talent across the Emirates.



TADWEEER

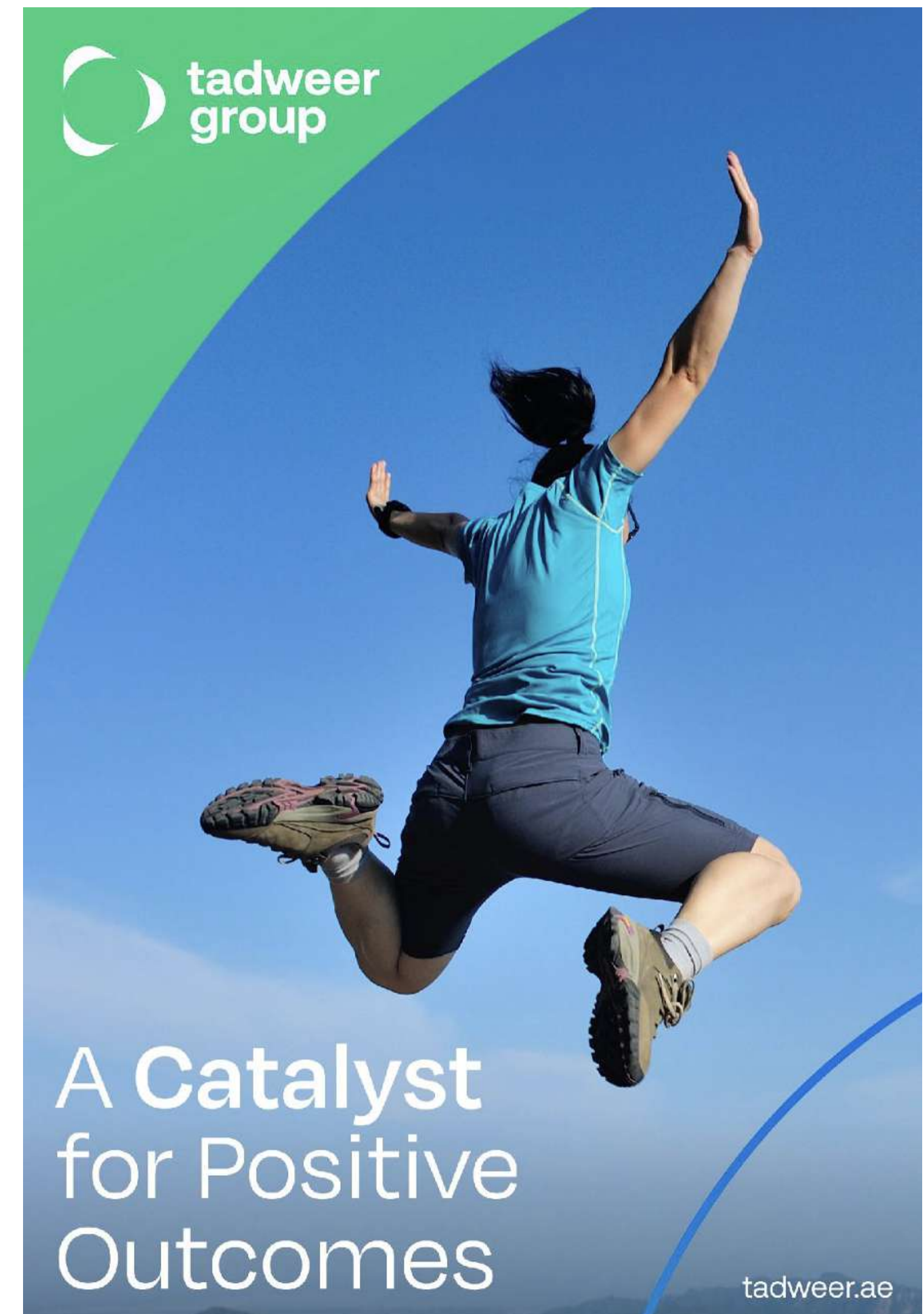
**HOW CAN WE OWN THE
REINVENTION OF WASTE
TO REPOSITION IT AS ONE OF
LIFE'S MOST ESSENTIAL
RESOURCES AND A SOCIETAL
ENABLER?**

Tadweer – brand strategy, architecture and identity. Website phase 1

As Tadweer expands into new sectors, invests in new technology, and grows beyond the borders of the UAE, Omnia were asked to deliver a new identity to shape the new Tadweer and the green development of its waste division.

We undertook an intensive discovery session and peer landscape review to inform the new strategy for Tadweer's shift to a circular economy with sustainable solutions. By weaving together the strategic drivers behind Tadweer's capability expansion, technological investments and growth plans, the broader strategic context, the future ecosystem and strategic pillars – Omnia elevates the brand to uncover an entirely new paradigm in waste management.

The future of waste management will focus on sustainability and the circular economy, where waste is viewed as a valuable resource that can be reused, recycled or repurposed.



**A Catalyst
for Positive
Outcomes**

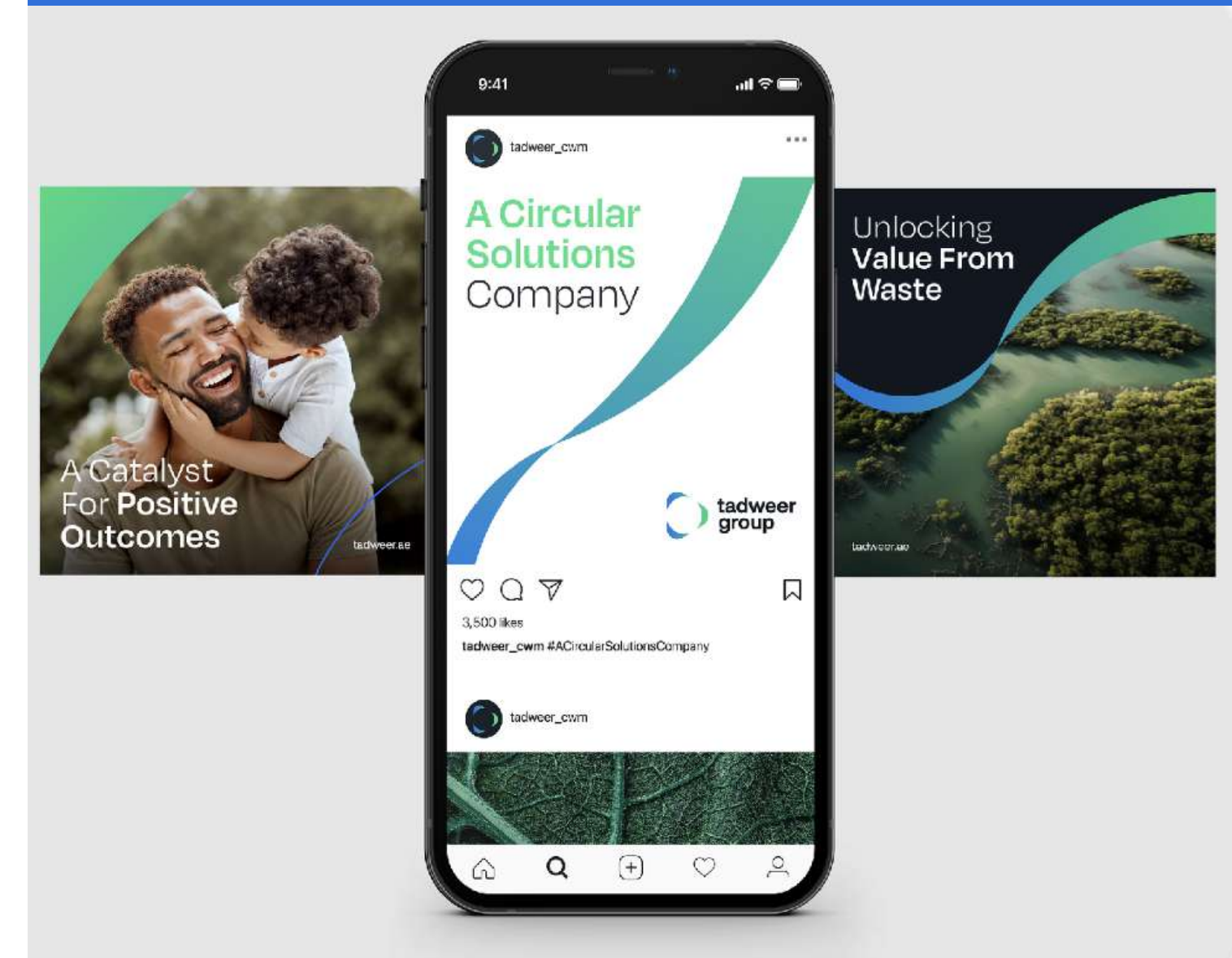
tadweer.ae

Tadweer – ‘A Circular Solutions Company’.

A new brandmark, fresh colour palette and imagery to support a modern, sustainable business were created and assets produced including social media templates and tools for website development.

Omnia were also able to transform this into a new fresh looking website for Tadweer which launched in March and is being further developed to enhance the customer experience and provide Tadweer with an online portal that will efficiently serve all their customer markets.

www.tadweer.ae





MEET SOME OF
THE TEAM IN
CANADA



**AS OUR TORONTO TEAM START
DELIVERING SUCCESSFUL PROJECTS
FOR OUR LOCAL CLIENTS IN THE
REGION, WE INTRODUCE THE KEY
MEMBERS OF THE TEAM AND GET TO
KNOW THEM BETTER.**



Barjinder Singh **Senior UX/UI Designer** **Canada / Vancouver**



Hi, I am Barjinder, a UX designer with over 10 years of experience. I have worked with design agencies and product companies in both Dubai and Vancouver. Notably, I have been instrumental in crafting exceptional user experiences for renowned brands such as Burj Khalifa, Emirates NBD, HSBC, FAB, and Spring Financial.

Beyond my design accomplishments, I have also made significant contributions as a Senior UX Educator, sharing my expertise with over 150 students across multiple UX bootcamps.

We asked Barjinder, how he creates a successful work/life balance: My successful work-life balance is the result of several key practices. Firstly, I prioritize tasks effectively, ensuring that I manage my time efficiently and minimize stress.

Additionally, I allocate dedicated time for personal activities, hobbies, and quality moments with loved ones, which enriches my life outside of work.

I live with my wife, and we recently welcomed a baby boy into our family. It's been an incredible journey navigating parenthood together and cherishing these moments.

What's the key thing for you in making a work / life balance successful?

For me, the key to achieving a successful work-life balance lies in effective time management and setting clear boundaries. Having said that, I am still on my way to achieve that balance.

During my free time, I like to take solace in tending my garden and exploring nature.



Prateek Saxena Quality Engineer Canada:



Hello, I am Prateek Saxena, a seasoned Quality Engineer with 14 years of rich experience in the IT industry. My journey in the field has been marked by significant contributions to various domains, particularly in ETL and Business Intelligence, Databases, Data Warehouse, and Test Management.

We asked Prateek: What are you currently working on?

I am currently a QE at RBC, where I am actively engaged in a challenging and groundbreaking project that is poised to revolutionize the landscape of data sharing. With over a decade of experience, my expertise spans multiple domains, placing particular emphasis on Banking Compliance, Investment Banking domain, and on Research and Development.

My technical toolkit includes proficiency in Informatica Power Center, IBM Data Stage, AWS Redshift, Postman, Swagger, Python. I excel in crafting SQL custom queries for various purposes, from data testing and migration to mapping, bringing a meticulous approach to ensure data quality and accuracy.



Continued...

We asked Prateek: What do you enjoy most about your role?

In my role, I am responsible for delivering key project artifacts such as Plans, Strategies, Estimates, and Business Cases. My commitment to excellence is what drives me and has been recognized through various accolades, including the 'Top Performer' title at HSBC, 'RISE Award' for setting benchmarks, 'Summit Award' for ensuring high customer satisfaction, and a 'Par-Excellence' rating for consistently delivering quality outputs.

I have a profound love for databases and data warehousing, finding great thrill and excitement in working with SQL to unravel complex data challenges. My experience includes data analysis, modeling, and harmonization, ensuring users have a comprehensive view of disparate data sources.



Pavneet Kaur **Technical Lead** **Canada/Markham**



How long have you worked with Omnia:

Pavneet has been part of the Omnia team for the last 9 months.

We asked Pavneet, what's your favorite part of your job?:

My favorite aspect of job lies in the dynamic blend of leading a team towards successful project delivery while constantly learning and adapting to new challenges. There's an unparalleled thrill in orchestrating a group of talented individuals, harnessing their unique strengths, and steering them towards a common goal. Furthermore, my innate curiosity is endlessly nourished by the ongoing journey of learning.

Whether it's delving into emerging technologies, mastering intricate concepts, or exploring innovative methodologies, each new piece of knowledge gained enriches both my personal growth and my ability to guide and mentor my team effectively.

I live with my family in Markham, Ontario. In my free time I enjoy immersing myself in new culinary experiences, whether it's discovering hidden gems in the culinary world or enjoying the vibrant atmosphere of local eateries. I also enjoy spending quality time with friends and family, whether it's through lively gatherings or intimate get-togethers. Another thing I really love doing is going to a Gurudwara (place of worship). It's a peaceful place where I feel calm and happy. The atmosphere there helps me feel at peace and connected spiritually.



Continued

We asked Pavneet, what's the key to making your work life balance successful?

Firstly, I prioritize tasks effectively, ensuring that I manage my time efficiently and minimize stress. Additionally, I allocate dedicated time for personal activities, hobbies, and quality moments with loved ones, which enriches my life outside of work. Setting clear boundaries between work and personal life helps me maintain a healthy balance, while regularly evaluating my schedule allows me to make necessary adjustments. I prioritize self-care, including activities like exercise and relaxation. Practicing mindfulness techniques, such as meditation, helps me stay present and focused, contributing to my overall satisfaction in both work and personal endeavors.

We can feel the calm from here Pavneet!

EVENTS

SITECORE DX
TRANSFORM LIVE



Sitecore DX in Dubai 28 February,

Omnia showcased the COP28 story behind how we built a focal point for the world's biggest climate challenge and delivered a high-stakes, low carbon digital experience using [Sitecore](#).

The month-long climate change event's digital success relied on a multitude of factors, using Sitecore technology and Omnia's expertise to get the job done in only 12 months. We shared the challenges faced in delivering a low carbon website, under the watchful eye of the world and delivered an eye opening presentation to the Sitecore DX audience.

On the stand:

We also had some fun, sharing the Apple Vision Pro Experience with delegates. Visitors were able to try the headset out for themselves with tailored screens demonstrating how you can use the AVP for banking applications, hotel 360 views and everyday spatial experiences.





Are you interested in hearing about successful Client rebrands or refresh strategies? Join us at Transform Live in Riyadh on 20th May where we will be showcasing the Arabsat story from regional satellite provider to one of the largest global communications and space solutions providers.

As a satellite operator with over 47 years' experience and international ambition, the new brand needed to talk to multiple audiences with varied requirements. Arabsat needed to shift their positioning to ensure its continued relevance in the market.

Omnia developed a powerful NEW proposition around Enabling a world of Infinite Possibilities, and Empowering Futures that evolved the company into the future of communications and space solutions.

[Register here to secure your place:](#)



AWARDS

Awards

We are honoured to have received three special recognitions at the Sitecore Partner Awards gala dinner.

MEA Excellence in Solution Delivery

MEA Business Excellence

Most Innovative Global Event Experience for COP28



MVP Award:

Congratulations to our Senior Developer, Andiappan Ravi on receiving Sitecore MVP for the second year running.

Well done Andi, you are an inspiration to the team.



Transform Awards MEA 2024

We are also excited to announce we have been shortlisted for four awards by Transform Awards MEA. The event will take place in May, where some of our work with key clients will go to the top panel of judges for awarding, Arabsat, Aani and Expo City are all shortlisted for awards. Fingers crossed!



PERSPECTIVES

Rick Nugent, Head of Design and Innovation, Omnia

How Exceptional Design is driven by Strategic Insights

I have always been a bit torn between “Strategy” and how it can really impact design, I guess it’s like most things in life, there is a big difference between Good and Exceptional. When something is good you appreciate it and it kind of ticks the boxes, but when something is exceptional it stops you in your tracks, sometimes even subconsciously, but it gives you a different feeling; a feeling that someone has really thought things through and the attention to detail and craft is felt everywhere. Exceptional design comes from exceptional strategy.

Having worked in many companies; agencies, startups and large banks, the value of exceptional strategy is often overlooked. At Omnia, ‘exceptional’ is something that’s deeply embedded within the relationships we have with our partners. It’s a mindset that pushes design and creative thinking in new and unified ways. Building exceptional brands and experiences, which can end up going full circle informing key business decisions.

There are many examples I could share on how exceptional strategic thinking and close client collaboration makes such a valuable difference. Sometimes there is skepticism “why are they asking us all these questions? Surely, they should just go and design something?” but it’s typically at the start of an engagement and short-lived. Once they understand the value of exceptional strategic thinking, they can connect the dots to see how it informs and then translates itself into exceptional designs, that carry through to desired outcomes and outputs in completely new ways.

Actions that are deeply linked to an organization’s over-arching business strategy via exceptional strategic thinking will remove subjectivity. It becomes much more purpose driven, creating exceptional design that’s not just “design for the sake of design”.

The outputs of a “brand”, with all its related experience offerings (ie: Brand Experience) could actually be vast, and yet so subtle, or even subconscious in its transferal.

Consider the sound of a product's packaging when you open it or when you turn it on, it could be the unique colour palette which is instantly recognizable, or the feedback response when you swipe a button within an app.

Today's methods of delivering a brand experience can be done in so many ways; some visual and some invisible, extrinsic or intrinsic. For example, you may not think about the way that something is written in a banking application, because it's been crafted to make you not even notice it. Or the strategic story behind a new brandmark that demonstrates a company's drive for a sustainable future. All these outputs have to be deeply considered and formed from an exceptional strategy.

Exceptional design comes from exceptional strategy.

Strong Relationships lead to strong results.

At Omnia, we are lucky to work with clients like Arabsat, NEOM, Mubadala Energy and The UAE Central Bank, to name a few, who truly understand the value of exceptional design. Working closely with us to build exceptional strategic foundations that underpin the work we deliver. You can see some of this work at

https://omnia.ae/our_work/

A person is standing in a dark, empty room with a large, bright, arched doorway in the background. The room is dimly lit, with a few small lights on the ceiling. The person is standing in the center of the room, looking towards the doorway. The overall atmosphere is mysterious and contemplative.

DISCUSSIONS

CMS platforms can revolutionize your content creation, here's how:

CMS platforms are used to streamline collaboration and amplify your online presence. Whether you're an individual professional, a small business owner, or part of a large organization, understanding CMS is essential in today's digital landscape.

Firstly, what is a Content Management System (CMS)?

A CMS is a software or web application that helps users create, manage, and organize digital content on websites. These five steps show how a CMS can be used:

These five steps show how a CMS can be used:

- 1** Content Creation: Users can create various types of content, such as articles, images, videos, and more, using a user-friendly interface. They can often format text, add media, and make changes without any coding skills.
- 2** Content Storage: The CMS stores all the created content in a structured database, making it easily accessible and searchable. This allows users to organize and categorize their content efficiently.

- 3** Content Management: Users can manage their content effectively through features like editing, updating, deleting, and scheduling content publication. CMS systems often offer version control to track changes over time.

- 4** User Roles and Permissions: CMS systems provide role-based access control, allowing different users to have different levels of access. For example, administrators can have full control, while content creators may only have permission to create and edit content.

- 5** Website Publishing: Once the content is created and organized, the CMS facilitates the publishing process. Users can control when and how content appears on their website, and the CMS takes care of rendering the content into web pages for visitors to see.

In summary, a CMS simplifies the process of creating, managing, and publishing content on websites, making it accessible to users with varying technical skills and ensuring efficient content organization and control.



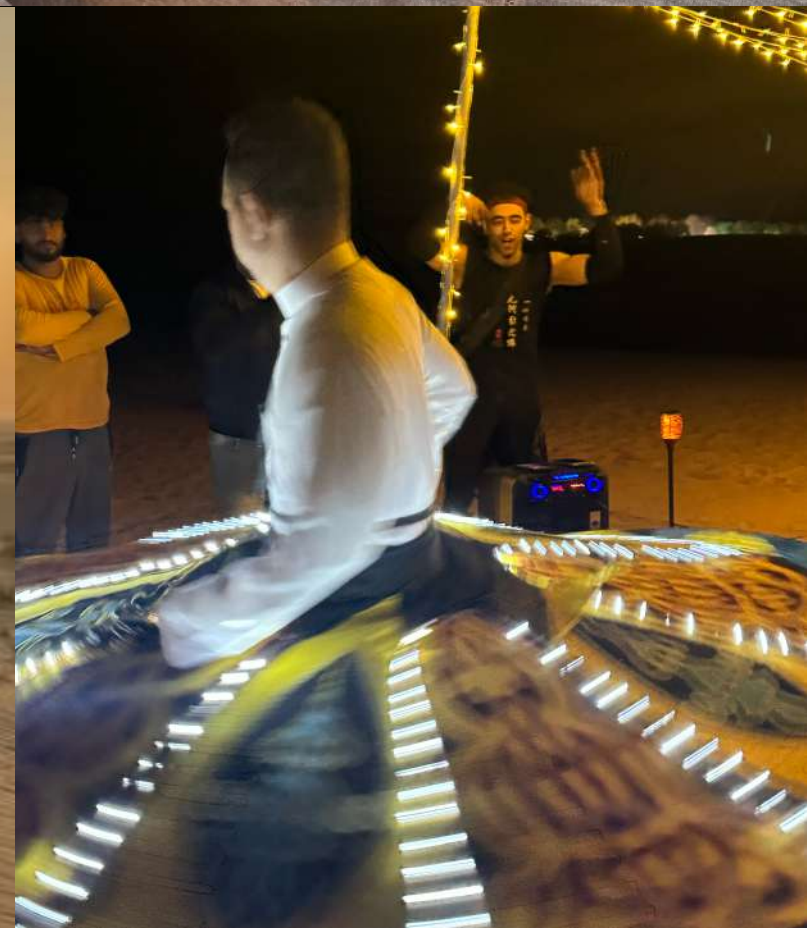
OFFICE ANTICS

Desert Safari Fun

Those that work hard, play hard!

The team have been making time for some fun social activities this year and we headed to the desert in early March for some dune bashing, camel rides, fire dancing and team bonding. We have a wide team based all over the globe, but those in the UAE were able to come together to enjoy an evening of fun and entertainment on our Desert Safari.

A picture tells a thousand words, so we will let them do the talking:



International Women's Day

The 6th March also marks International Women's Day and Omnia would not be who we are without our awesome ladies (and gents!) making up a huge part of our team.

We treated the team in the Dubai office to some purple pampering to mark the occasion and enjoyed an afternoon tea and relaxing massage in the comfort of our beautiful Studio City offices.



Eid Mubarak

As we end the first quarter of the year we also welcomed the holy month of Ramadan.
A time for reflection, self-care, giving and kindness.



OMNIA™

THX

WE HOPE YOU ENJOYED EVERYTHING WE HAVE SHARED IN THE Q1 OMNIUM.

IF YOU WOULD LIKE TO GET IN TOUCH TO HAVE A CHAT OR ASK US ANYTHING,
PLEASE CONTACT US, WE'RE ALWAYS HERE TO HELP.

[GET IN TOUCH](#)