

Part 2

Selected Projects Strategic Design Leadership

**Martin Svitak, RIBA, PMP, Chartered Architect
Senior Design Leader | Developer-Side & Mixed-Use Projects**

February 2026

Selected Projects

Mega-Project Portfolio Governance

(21-Current)

Developer-Side Design Leadership

(2018-2020)

In-House Design Management Leadership

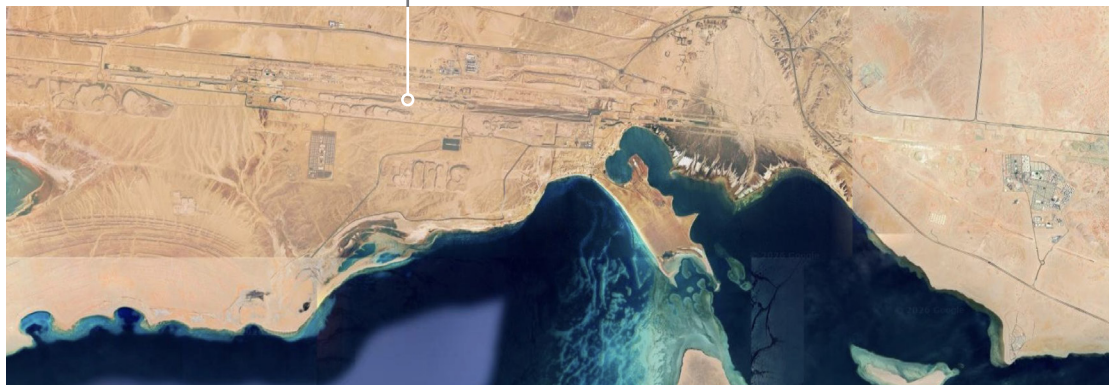
(2014-18)

Senior Design Delivery

(2010-2014)



○ THE LINE, Phase I



THE LINE, Phase 1 – Portfolio Design Governance NEOM, Kingdom of Saudi Arabia

Role: Senior Design Manager – Portfolio Design Governance
Client: PIF / NEOM
Stage: Detailed Master Plan & Pre-Concept Design
Scale: ~4.0M m² GFA | 100,000 population | Multi-billion dollar investment

Responsibility & Accountability:

Portfolio design governance across 4M m² masterplan, managing 9 international tier-1 consultants (Morphosis, DMAA, Fuksas, Gensler, Aecom, AJN, PLP, Benoy) and coordinating 15+ internal expert disciplines. Strategic advisor to Project Design Director and NEOM executive leadership, accountable for design quality, consultant performance, executive board presentations, design governance framework establishment, digital delivery standards (BIM/CDE), and risk management across multi-billion dollar portfolio.

Key Focus:

Portfolio design governance across 4M+ m² masterplan • 9 tier-1 international consultants managed
• Executive board presentation coordination • Design governance framework establishment • Digital delivery standards (BIM/CDE) • Strategic advisory to Project Design Director



Six Flags Qiddiya Theme Park Qiddiya, Kingdom of Saudi Arabia

Role: Lead Design Manager – Project Design Authority
Client: Qiddiya Investment Company (PIF)
Stage: Detailed Design to IFC | Dec 2021 - Dec 2022 | Target Launch 2026
Scale: 320,000 m² park footprint | 28 attractions & rides | 35 F&B outlets | 6 themed lands

Responsibility & Accountability:

Project design authority for KSA's flagship entertainment destination, leading 6 Senior Design Managers and coordinating 15+ specialist consultants. Primary interface with QIC Development Design Director, accountable for design governance, IFC delivery, first-in-Kingdom regulatory approvals, technical integration of 28 ride systems, construction readiness under fast-track 12-month programme, and value engineering achieving 8% cost reduction.

Key Focus:

Project design authority leading 6 Senior Design Managers • Complex specialist integration (ride vendors, themed entertainment) • First-in-Kingdom regulatory approvals • Fast-track programme delivery (12 months to IFC) • Value engineering (8% cost reduction) • Construction readiness for flagship PIF destination



Saadiyat Grove, Phase 1 – Cultural District Mixed-Use Development Saadiyat Island, Abu Dhabi, UAE

Role: Lead Design Manager

Client: Aldar Properties PJSC

Stage: Scheme Design to Technical Design | Feb 2021 - Dec 2022

Scale: 404,000 m² BUA | 600+ apartments | 200+ retail outlets | Cultural District mixed-use

Responsibility & Accountability:

Lead design authority directing 4 Senior Design Managers across multiple plots and asset typologies (residential, hospitality, retail, public realm). Primary interface with Aldar Development Director, accountable for design governance, Abu Dhabi Municipality and UPC approvals, Estidama Pearl 2 compliance, value engineering (12% cost reduction), GFA optimization, and tender-ready documentation delivery.

Key Focus:

Led team of 4 Senior Design Managers • Multi-plot coordination (residential, hospitality, retail) • Estidama Pearl 2 compliance achieved • Value engineering leadership (12% cost reduction) • Authority approvals (Abu Dhabi Municipality, UPC) • Saadiyat Cultural District design standards

Selected Projects

Mega-Project Portfolio Governance

(21-Current)

Developer-Side Design Leadership

(2018-2020)

In-House Design Management Leadership

(2014-18)

Senior Design Delivery

(2010-2014)



Creek Walk District – Multi-Tower Residential Precinct Dubai Creek Harbour, Dubai, UAE

Role: Project Leader – Lead Design Manager
Client: Emaar Properties
Stage: Concept Design to Tender Documentation | Jun 2018 - Apr 2019
Scale: 113,000 m² BUA | 5 residential towers (2P+G+31) | Waterfront promenade | Dubai Creek Harbour

Responsibility & Accountability:

Lead design coordination for multi-tower residential precinct (113K m² BUA, 5 towers), serving as primary Emaar Properties interface from concept through tender documentation. Accountable for multidisciplinary coordination (architecture, structure, MEP), Dubai Municipality approvals, value engineering, masterplan compliance, and tender-ready documentation enabling procurement launch.

Key Focus:

End-to-end design coordination across multiple plots • Primary developer interface • Authority approvals (Dubai Municipality) • Value engineering and GFA optimization • Tender readiness enabling sales launch • Multi-tower residential precinct delivery



○ La View Tower



La Vie Residential Tower – Premium High-Rise JBR, Dubai, UAE

Role: Project Leader – Design to Construction
Client: Dubai Properties Group
Stage: Scheme Design through Construction Completion | May - Dec 2020
Scale: 60K m² BUA | G+36 tower | 268 residential units | JBR waterfront

Responsibility & Accountability:

Project leadership for 60K m² high-rise tower (G+36, 268 units) from scheme design through construction completion, serving as primary Dubai Properties interface. Accountable for design-to-construction continuity, construction-stage RFI resolution, quality assurance, authority compliance, and successful handover under fast-track programme.

Key Focus:

Design-to-construction continuity • Construction-stage design support and RFI resolution • Quality assurance through handover • Authority compliance and programme certainty • High-rise residential delivery in premium location



Media Zone Development – Multi-Tenant Campus Strategy Abu Dhabi, UAE

Role: Project Leader – Tenant Coordination Strategy
Client: Media Zone Authority (Government of Abu Dhabi)
Stage: Concept Design – Multi-Tenant Test-Fit | Apr 2019 - May 2020
Scale: 64,400 m² NIA | 30 tenants | Co-working space | Yas Island media campus

Responsibility & Accountability:

Developer-side coordination of multi-tenant fit-out strategy for 30 tenants across 64,400 m² campus, serving as primary interface between Media Zone Authority (Government of Abu Dhabi) and end users. Accountable for tenant interview process, test-fit development and approvals, base-build alignment, authority compliance, and stakeholder coordination.

Key Focus:

Multi-stakeholder coordination across 30 tenants • Test-fit strategy development and approvals • Base-build interface management • Government entity liaison • Tenant requirements alignment with delivery programme

Selected Projects

Mega-Project Portfolio Governance

(21-Current)

Developer-Side Design Leadership

(2018-2020)

In-House Design Management Leadership

(2014-18)

Senior Design Delivery

(2010-2014)



○ **Sobha Hartland**

- 2 International Schools
- Hotel (****)
- Mall
- Semi detached villas
- Mid-rise Residential Blocks
- High-rise Residential Towers
- Hartland Town Houses

**Sobha Hartland – Master-Planned Community Portfolio
Dubai, UAE**

Role: Head of Design Management
Client: Sobha Developers (In-House)
Stage: Multi-Asset Portfolio Delivery | Jun 2016 - Mar 2018
Scale: Master-planned community | Residential, hospitality, education, retail, villa assets

Responsibility & Accountability:

Established and led in-house Design Management function, reporting directly to Director. Accountable for portfolio-wide design governance across residential, hospitality, education, and retail assets, internal team leadership (recruitment, training, mentoring), consultant management, authority liaison, cross-departmental coordination, and implementation of standardized workflows and quality benchmarks aligned with ultra-luxury brand positioning.

Key Focus:

Established in-house design management function from ground up • Portfolio governance across all development assets • Team building, recruitment, and mentoring • Design standards and workflow implementation • Cross-departmental coordination (development, construction, procurement, sales) • Direct reporting to Director



G+24 Residential Tower – Sobha Hartland Flagship Dubai, UAE

Role: Design Lead (Project Director)
Client: Sobha Developers (In-House)
Stage: Concept Design to IFC | Mar - Dec 2017
Scale: 74,000 m² BUA | G+3P+24 tower | Sobha Hartland flagship residential

Responsibility & Accountability:

Design & delivery leadership from conception through IFC documentation for 74K m² flagship tower, with direct CEO-level client liaison. Accountable for multidisciplinary coordination (architecture, interior, landscape, MEP, structure), architectural and landscape design, authority compliance (DM Guidelines, DCD, Dubai Green Building), and construction-ready documentation delivery.

Key Focus:

Design & delivery from conception to IFC documentation • Multidisciplinary coordination (architecture, interior, MEP, structure) • Client liaison at CEO level • Authority compliance (DM Guidelines, DCD, Dubai Green Building) • First project as in-house Design Director-level role



Strada Hotel & Hartland Square Mall – Mixed-Use Hospitality & Retail Dubai, UAE

Role: Design Lead (Project Architect)
Client: Sobha Developers (In-House)
Stage: Schematic Design to Detailed Design | Aug 2014 - Dec 2015
Scale: 80,000 m² BUA | 2B+G+30 tower | 217-key 4-star hotel | Community mall

Responsibility & Accountability:

Design leadership for mixed-use complex (80K m² BUA, 217-key hotel, community mall) through Schematic and Detailed Design stages, with Vice Chairman/Technical VP level liaison. Accountable for multidisciplinary coordination, architectural and interior design of selected components, operational requirements integration, authority compliance, and delivery aligned with ultra-luxury brand standards.

Key Focus:

Mixed-use delivery (hospitality + retail) • Multidisciplinary coordination across all specialist disciplines • Client liaison at Vice Chairman/Technical VP level • Hotel operator requirements integration • Design compliance with ultra-luxury brand positioning

Selected Projects

Mega-Project Portfolio Governance

(21-Current)

Developer-Side Design Leadership

(2018-2020)

In-House Design Management Leadership

(2014-18)

Senior Design Delivery

(2010-2014)



Jumeirah Al Naseem Resort – 5-Star Luxury Beachfront Dubai, UAE

Role: Senior Architect

Client: Jumeirah Group

Stage: Schematic Design to Construction Documentation | Jun 2013 - Jul 2014 | In Operation 2016

Scale: 100,000 m² BUA | 430 keys | 5-star luxury beachfront resort

Responsibility & Accountability:

Architectural and technical coordination for 100K m² luxury resort (430 keys) through SD, DD, Tender, and Construction Documentation stages. Dual client interface with project management team (Mirage) and operator (Madinat Jumeirah), accountable for multidisciplinary coordination, authority compliance, architectural design of BOH facilities, interior design of colleague areas, and documentation delivery supporting successful 2016 opening.

Key Focus:

Luxury hospitality design coordination • Multidisciplinary interfaces (MEP, structure, interior, landscape, F&B) • Operator requirements (Madinat Jumeirah) and project management coordination • Construction documentation and tenancy manual delivery • Authority compliance (DM Guidelines, DCD, Dubai Green Building)



Qatar Petroleum District – Corporate Campus Fit-Out Doha, Qatar

Role: Senior Architect

Client: Qatar Petroleum

Stage: Design Coordination & IFC Documentation | Jul 2012 - Apr 2013

Scale 696,000 m² | 9 high-rise towers | Corporate campus fit-out

Responsibility & Accountability:

Design coordination for large-scale corporate campus (696K m², 9 towers), serving as interface among client (Qatar Petroleum), design studios, end users, sub-consultants, and general contractor. Accountable for design coordination, regular progress meetings, RFI resolution, base-build interface management, and IFC drawing review ensuring technical compliance.

Key Focus:

Corporate fit-out design coordination • Client, design studios, end users, and contractor coordination • Base-build integration and interface management • IFC drawing coordination and RFI resolution • Large-scale government entity project delivery

