

Alexy Goguet

SENIOR ART DIRECTOR

work What I've done

October 2017 - Present

Senior Art Director at North55

Working for the eldest 360 boutique agency in Dubai. Combining my extensive experience in Art Direction to my crafting skills, I create identities and branding, campaigns, online experiences, and provide creative solutions for a various panel of clients.

Key sectors: Entertainment, Government, FMCG, Sports, Hospitality, F&B
Clients: Expo2020 Dubai, Dubai Holding, Freedom Pizza, Asian Cup, One&Only Resorts, Qiddiya

February 2015 - October 2017

Art Director at Impact BBDO / Proximity

Conceptualise and create social media strategies, brand and campaign posts, online banner concepts and website layouts.

- Won pitch developing social media strategy for world insurance leader AXA.
- Created monthly social media content calendars for Pepsico products (Pepsi, 7up, Lays, Doritos, Mirinda, Mountain Dew)

Art Direction of Dubai Government tourism website - visitdubai.com - and the online communication. Developing UI/UX solutions.

- Part of the team establishing a trust relationship between Impact Proximity and Dubai Tourism, leading the agency to become the official retainer for content management and publishing on visitdubai.com
- Discuss with DTCM Campaign and Content Directors, give reviews and go-aheads for strategic online campaigns
- Direct photoshoots in quality of Art and Technical adviser, review outcome and write briefs for retouchers
- Art Director of multi million dollar paid campaigns for major Dubai events (Dubai Shopping Festival, Eid in Dubai, Ramadan in Dubai, Dubai Summer Surprises, Dubai Fitness Challenge...) and brand campaigns

Key sectors: FMCG, Tourism, Real Estate, Social Media, Government
Clients: AXA, Pepsico, Absolut, Dubai Tourism & Commerce Marketing, Al Tayer Group, Dubai Properties Group, Dubai Holding

October 2014 - January 2015

Art Director at Promoseven360 (McCann Worldgroup)

Through-the-line and conceptual work, 360° campaigns, branding, online banners, direct mails and EDMs.

- Handled Standard Chartered Africa online communication (Zambia, Kenya, Botswana)
- Briefed a team of finalizers on artwork for online and print materials

Key sectors: Banking, Publishing, Health
Clients: Standard Chartered Africa, Meraas, Gulfnews, RAK Bank, McCann Health, PAN Emirates, Al Rostamani International Exchange

skills What I'm good at

- Master in Photoshop, Illustrator, Indesign, Lightroom
- Intermediate in Premiere Pro & After Effects
- Honourable in Office suite
- Proficient in Arabic layouts
- Photography HDR, IR, flashes, triggers and soft boxes
- Wordpress CMS aficionado
- Solution driven, resolving software issues
- Team leader, mentor & interns' favourite
- Design and Technological survey
- Comfortable to work in agency and client environments

31 years old - 7 years experience - French nationality
Master in Design and Digital Engineering
Fluent in French & English - Read and write Arabic
Agency and client background

December 2012 - September 2014

Art Director at Lighthouse

Creation of magazine and newspaper ads, direction of hotel F&B communication, brand identities, original advertising campaigns.

- InterContinental Abu Dhabi brand guardian, IHG Group
- Won pitch and developed brand identity for Cloud Campus, a Hamdan bin Mohammed bin Rashid Al Maktoum initiative
- Managed graphic designers, giving briefs and design directions. Reviewed sample items for production
- Finalized artwork for printed newspapers, magazines and created materials for websites

Key sectors: Hospitality, F&B, Real Estate, Education
Clients: InterContinental Hotels Group, Dusit Thani, Best Food Company, Hamdan Bin Mohammed Smart University, Dar Al Aqar Real Estate

January 2011 - November 2012

Junior Art Director at ExtraCake P.R.A

Art Direction in ATL, BTL, Events, overseeing and acting from concept to finalizing.

- Led a team of three (graphic designers and 3D designer)
- Art Direction of the first Middle East Film and Comic Con (MEFCC) held in 2012 in Dubai

Key sectors: Leisure, Real Estate, Events, Automotive
Clients: At The Top Burj Khalifa, Audi, Emaar, Lurpak, Michelin, Mubadala, Pepsi, Sorouh (Al Rayyana, Boutik, Shams Abu Dhabi), Vox Cinemas

education What I studied

Master in Design and Digital Engineering | 2011, with honours

Bachelor in Graphic Design | 2009, with honours

Two-year degree in Multimedia Graphic Design | 2008

about me Who I am

7 years of experience in graphic design and art direction in more than 10 different industries.

Expertise in handling international clients' guidelines and bring brands to life for different sectors. Analyse, conceptualise, design and finalize; for print and digital. Taught myself the arabic alphabet to work my way around my limitations in design.

As an Art Director and a team leader, I'm being able to watch over every single aspect of the conceptual and graphic design lines - and also work above, through, and below.

My fast technical skills, my organisation and optimisation of tasks have been the assets of big and small companies alike, as well as my dedication to deliver the best work possible.

I'm fond of the arts and particularly conceptual photography, which led me to exhibit my work in France and the UAE.

contact Where to reach me

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