

# ALEX Y GOGUET

Senior Art Director  
\\ Head of Design

**32 years old \ 9 years experience**

Master's Degree - Bilingual French & English

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Agency & Client background

2017 - Now

## North55

African+Eastern, Emaar, Expo2020 Dubai,  
Freedom Pizza, Abu Dhabi Sports Council,  
Hilton Group, Mubadala, Qiddiya, Invest Saudi

### Senior Art Director

- Creativer leader on pitches and day-to-day works, or solely tackling projects from beginning to end
- Art Direction and development supervision of the company's first ecommerce websites, thus opening a new branch for business development
- Taking briefs and presenting work to clients with the support of the account management team

2015 - 2017

## Impact BBDO/Proximity

*Also on secondment at Dubai Tourism*

AXA, Pepsico, Absolut, Al Tayer Group,  
Dubai Tourism & Commerce Marketing,  
Dubai Properties

### Art Director

- Helped secure Dubai Tourism as a client and became their dedicated Art Director for their online communication, strategic websites campaigns, and the design content of [visitdubai.com](http://visitdubai.com) and its evergreen management
- 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)

2014 - 2015

## Promoseven360

Standard Chartered Africa, Meraas,  
Gulfnews, RAK Bank, McCann Health

- Handled Standard Chartered Africa online communication (Zambia, Kenya, Botswana)
- Partnered with the ACD on day-to-day jobs and pitches
- Won the Diwali dress-up company contest

2012 - 2014

## Lighthouse UAE

InterContinental Hotels Group,  
Dusit Thani, Best Food Company

- InterContinental Abu Dhabi brand guardian
- Won pitch and developed brand identity for Cloud Campus, a Hamdan bin Mohammed bin Rashid Al Maktoum initiative
- Finalized artwork for printed newspapers, magazines and created materials for websites

2011 - 2012

## ExtraCake P.R.A

Emaar, Michelin, At The Top Burj Khalifa, Audi,  
Lurpak, Mubadala, Vox Cinemas, Pepsi, Sorouh

### Junior Art Director

- 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