

ALEXY GOGUET

Senior Art Director \
Creative Lead

33 years old \
10 years experience

Master's Degree \
Bilingual FR & EN
Agency & Client background



2017 - Now

North55

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

Creativer leader on pitches and day-to-day work, 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

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 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

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, Sorouh,
At The Top Burj Khalifa, Mubadala,
Audi, Lurpak, Vox Cinemas, PepsiCo

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

Portfolio \ www.yxela.com

Email \ contact@yxela.com

Phone \ 0567 626 136