

ALEX Y GOGUET

Senior Art Director & Creative Lead

34 years old | 10+ years experience

Master's Degree | Bilingual FR & EN

Agency & Client background

www.yxela.com | contact@yxela.com | 0567 626 136

2017 - Now

Creative Lead

North55

African+Eastern, Emaar, Expo2020 Dubai, Freedom
Pizza, Abu Dhabi Sports Council, Waldorf Astoria,
Cafu, Mubadala, 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

Senior Art Director

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 Art Director for online communication, strategic websites campaigns, and UX/UI of visitdubai.com

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

Art Director

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

Art Director

Lighthouse UAE

InterContinental Hotels Group, Dusit
Thani, Best Food Company, Hamdan Bin
Mohammed Smart University

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

Junior Art Director

ExtraCake P.R.A

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

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