



# I'm Alexy.

**35 years old | 11+ years experience**  
Master's Degree | Bilingual FR & EN  
Agency & Client background

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■ 2017 - Current | Creative Lead

## NorthSS

Creative leader on pitches and day-to-day work, as well as solely tackling projects from beginning to end

Art Direction and development supervision of the company's first e-commerce websites, thus opening a new branch for business development

Solving briefs and presenting solutions to clients with the support of the account management team

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

■ 2014 - 2015 | Art Director

## Promoseven360

Handled Standard Chartered Africa online communication

Partnered with the ACD on day-to-day jobs and pitches

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

■ 2011 - 2012 | Junior Art Director

## ExtraCake P.R.A

Led a team of three graphic and 3D designers

Art Direction of the first Middle East Film and Comic Con (MEFCC) held in 2012 in Dubai

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

■ 2015 - 2017 | Senior Art Director

## Impact BBD0/Proximity

Helped secure Dubai Tourism as a client and became their Art Director for online communication, strategic website campaigns, and the UX/UI of [visitdubai.com](http://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)

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

■ 2012 - 2014 | Art Director

## Lighthouse UAE

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

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

### A few things about me:

Learnt the Arabic alphabet - can read & write

Well-versed in the blockchain domain & crypto asset

Leading teams and being hands-on

Self-taught WordPress CMS, Analytics, e-Commerce

Fond of art; exhibited photography in Dubai