



38 years old | 15 years experience
Master's Degree | Bilingual FR & EN
Agency & Client background

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■ 2017 – Current | Creative Lead

NorthSS

Leading creative 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 up 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 BBDO / Dubai Tourism

Helped secure Dubai Tourism as a client and became their on-site Art Director for online communication, strategic website campaigns, and the UX/UI of visitdubai.com

Won the pitch for 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 the 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 material 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

Leading teams and being hands-on

Self-taught WordPress CMS, Analytics, e-Commerce

Well-versed in the blockchain & crypto asset domain

Fond of art; exhibited photography in Dubai