

A creative director and design lead with over 10 years of cross-cultural brand development, multi-disciplinary design and visual communications experience. Capabilities also span design thinking, strategy, traditional and digital marketing, content creation, digital user interface and experience design as well as public relations. Entrepreneurial and business objective-driven, with experience setting up, leading and growing design teams as well as creative/design service functions.

## EXPERIENCE

### FGS Global / Brand, Experience & Design Consultant

#### PR and Communications Firm / Dubai / Mar 2022 - Present

- / Brand development, product development, UI & UX & visual communications consulting.
- / FGS 'marketing & growth' consulting - new service function development and launch.

Clients Included: Saudi National Bank / Saudi Ministry of Sports / FGS Global - 'Torque Impact & Growth'

### Finsbury Glover Hering - FGH / Head of Design MENA - Managing Director

#### PR and Communications Firm / Middle East / Apr 2021 - Oct 2021

- / Working group lead member for FGH Global brand, design and marketing working group to revamp FGH Global brand's operating model, group wide team competencies framework, governance model, process flows, KPIs and success framework.
- / Deliver growth of FGH's visual communications service offer at the Middle East and group level.
- / Led and directed in-house design team and all creative outputs for Middle East operations – across brand development, digital communications, user interface and experience design, online and offline campaigns, events, brand launches and social media content creation.
- / Team management, direction, mentorship and training.

For clients see next entry

### Finsbury Glover Hering - FGH / Creative Director

#### PR and Communications Firm / Middle East / Dec 2018 - Apr 2021

- / Set-up and grew FGH Middle East in-house visual communications service function
- / Led and directed in-house design team and all creative outputs for Middle East operations – hands on involvement across brand development, digital communications, user interface and experience design, online and offline campaigns, events, brand launches and social media content creation.
- / Outlined and initiate integration of design/visual communications with larger FGH ME's content, digital and data/analytics teams.
- / Team management and planning, as well as inspire, train and guide the growth and development of creative team members.

Clients Included: Aldar Group / Arcapita / BioNTech / Dallah Health / Dubai Investment / GAMI / MiSK / KSA Ministry of Health / Ma'aden / NCB – Samba (SNB Merger) / NCA – Global Cybersecurity Forum / QFZA / Sipchem - Sahara merger / Saudi Green Initiative / Saudi Exchange (Tadawul) / SRMG / World Defense Show / as well as multiple regional IPOs

### PublicisLive / Design Director (Visual Communications)

#### Institutional Events Firm / Dubai / Jul 2018 - Dec 2018

- / Defining and elevating brand development and visual communications global philosophy internally and externally.
- / Management of visual communications team and design outputs across print, digital and spatial environmental design, brand development, UI and UX design.

Clients Included: The UAE Government / United Nations Data Forum / Abu Dhabi Media Council / MiSK Foundation / Asia-Pacific Economic Cooperation / World Economic Forum / World Government Summit / Global Economic Congress / Arab Strategy Forum / Mohammed Bin Rashid Government Excellence Awards

### The Lettuce Lab / Founder & Creative Director

#### Creative Studio / Dubai / Jun 2015 - Jun 2018

- / Planning, resource and hands-on execution management of all creative output, across brand strategy, brand development, UI and UX design, broad visual communications and design.

Clients Included: Marriott Renaissance Hotels / Federal Competitiveness and Statistics Authority FCSA / The Espresso Lab / BY HB / Savarin / Tabaterra / Blacksmith Coffee Company Abu Dhabi / DRVN Coffee / Crisol / Ethan & Co. / Artar properties / Wasl Properties / UAE Formula 4 / Fédération Internationale de l'Automobile (FIA) / BreakBread.ae / Crescent Enterprises / Premidnight.net

### Freelancer / Consultant

#### Branding & Visual Communications / Dubai / Oct 2014 - May 2015

- / Creative freelancer and brand development consultant working direct with clients and with creative agencies.

Clients Included: AirArabia / The UAE Ministry of Education / Ittihad Football Club / Corys / Hepworth / Spark.me / Ruya / Darna Media

### Start Design Group / Senior Designer

#### Multi-Channel Branding Agency / Dubai / Jan 2013 - Oct 2014

- / Graphic designer and Illustrator. Digital, print package, UI and UX responsibilities. Creative concepts and execution.

Clients Included: Dubai Airports / Hamad International Airport (HIA) / Transaero / Mubadala / Barclays / Abu Dhabi Commercial Bank (ADCB) / Simply Life / Etihad Rail / Emaar / YAS Island / X Dubai / Midas Safety

### Saatchi & Saatchi / Graphic Designer

#### Advertising Agency / Dubai / Sep 2012 - Dec 2012

- / Graphic designer brought in to assist in the creation of F&B outlets for the Waldorf Astoria Dubai Palm Jumeirah.

Clients Included: Waldorf Astoria

### Design Variations / In-House Junior Designer

#### Dubai / Architecture + Interior Design Firm / Feb 2012 - Sep 2012

## EDUCATION

### Bachelor of Fine Arts Degree

American University In Dubai, UAE  
Visual Communication, Graphic Design.  
May 2009 - May 2013

### Certificate In Business Studies

London School of Business and Management,  
London, UK  
Jan 2004 - Aug 2004

### A-Level Programme

Lancing College, Sussex, UK  
In Business Studies, Computing and Design  
Technology. Sep 2001 - Jan 2003

## COMPETENCIES

### Hands-on Creative Direction + Mgmt

Extensive experience with active creative direction and design. Design agency startup experience; managing and directing graphic designers, Illustrators, photographers, videographers, animators, brand strategist, copy-writers, user experience designers, user interface designers, web developers, interior fit-out and build vendors.

### Brand + Product Development

Experience developing brands and digital products from initial ideas, to MVP identification and implementation.

### Multi-disciplinary Expertise

Experienced with print and digital design across brand development, broad visual communications, digital communications, user interface and experience design, online and offline campaigns, events, brand launches and social media content creation and corresponding team direction.

### Business Growth + Offer Development

Experience setting up and development of new business verticals across a number of creative fields including brand development, visual communications, events and public relations.

### Software Proficiency

Not limited to Adobe Photoshop / Adobe Illustrator / Adobe InDesign / Adobe Experience Design XD / Adobe Dimensions / Adobe Lightroom / Adobe Character Animation / Adobe After Effects / Adobe Premiere Pro / Microsoft Office / Canva.

### Language Proficiency

Fluent English Speaker. Proficient Arabic and some Mandarin use in brand content, visual communication design and creative direction.

## INVOLVEMENTS & RECOGNITIONS

### Adobe.com 2021

Prioritize our Planet - Project Feature  
Project: Saudi Green Initiative

### Awwwards.com 2017

Website of The Day. Premidnight.net  
Featured short-listed Nominee

### Google 2016 and 2017

Google digital applications master class  
Google material design UI design master class  
Attendee and certificate holder.

### Behance.net 2016

Curated gallery feature  
Graphic Design

### Arabic Calligraphy 2015.

Contemporary Arabic Calligraphy in Design  
workshop By Wissam Shawkat  
Attendee and certificate holder

### The Game Initiative 2013

PlayStation American University in Dubai  
Work created: "PC Game: Trail of Wisdom"

### Sikka Art Exhibition 2013

Sikka Art Exhibition, Al Bastakiya  
Displayed design work; "Kalendae"

## CLIENT HISTORY SUMMARY

### Institutional & Government / The UAE

Ministry of Education / The UAE Government /  
United Nations Data Forum / Abu Dhabi Media  
Council / Asia-Pacific Economic Cooperation  
(APEC) / MiSK Foundation / Federal  
Competitiveness and Statistics Authority  
(FCSA) / NCA – Global Cybersecurity Forum

### Hospitality / Marriott Renaissance Hotels /

Waldorf Astoria.

### Retail & Corporates / Corys / Hepworth /

Tabaterra / Midas Safety / Ma'aden / Sipchem -  
Sahara merger / SRMG

### Food & Beverage / The Espresso Lab / BY

HB / Savarin / Blacksmith Coffee Company Abu  
Dhabi / DRVN Coffee / Crisol

### Online Platforms & Technology /

BreakBread.ae / Crescent Enterprises /  
Premidnight.net / Ethan & Co. / Yassat

### Financial Institutions & IR / Mubadala /

Barclays / Abu Dhabi Commercial Bank (ADCB)  
/ Simply Life / Arcapita / Dubai Investment /  
Saudi Exchange (Tadawul) & all subsidiaries /  
Dubai Investment / KSA Ministry of Finance /  
Al Mal REIT / Bank ABC – Blom Bank (Merger)  
/ NCB – Samba (SNB Merger) / STC Solutions  
(IPO) / Nayifat / Saudi National Bank - SNB

### Sports & Entertainment / UAE Formula 4 /

Fédération Internationale de l'Automobile (FIA)  
/ YAS Island / X Dubai / Ittihad Football Club /  
Saudi Ministry of Sport

### Transportation / Dubai Airports / Hamad

International Airport (HIA) / Transaero /  
AirArabia / Etihad Rail

### Property & Real Estate / Emaar / Artar

properties / Wasl Properties / Qatar Freezones  
Authority

### Healthcare / BioNTech / Dallah Health / KSA

Ministry of Health

### Defense / GAMI / World Defense Show

### Sustainability, Philanthropy & ESG / Saudi

Green Initiative / King Salman Foundation /  
Aldar Group