

An experienced, multi-disciplinary creative director and visual communications professional that has consistently and successfully helped launch, develop and grow brands of all sizes, across a wide spectrum of industries. With over 10 years of cross-cultural brand development and communications experience, drawing on design thinking, strategy, traditional and digital marketing, content creation, digital user interface and experience design as well as public relations to meaningfully impact and shift brand perception. Entrepreneurial and business-minded, with experience setting up and growing design teams and creative business functions. Experience working with brands in the Europe, The Middle East, West Africa and South America.

Experience

Finsbury Glover Hering. Middle East & Africa.

PR and Communications Firm.

Managing Director - Head of Design MENA. Apr 2021 - Oct 2021.

- Brand guardianship for FGH MENA - Using design thinking, strategy and insights whilst part of FGH international brand and marketing working group to create the new vision that drives the brand transformation post FGH merger. Also leading the design function working group. Working group activities also included a revamp of the group brand's operating model, group wide team competencies framework, governance model, process flows, KPIs and measures of success.
- Lead the growth of the visual communications function, service offer and verticals for the FGH Middle East business.
- Lead and direct in-house design team and all creative outputs for Middle East client visual communications activities – 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
- Set, improve and guarantee the firms visual communications standards, whilst elevating the quality of internal and external communications FGH ME.
- Team management and planning, as well as inspire, train and guide the growth and development of creative team members.
- Developing and ensuring presentation approaches and standards whilst reviewing, creating and disseminating briefs from client information and objectives whilst also obtaining client feedback and approvals in a client facing role.
- Working (as well as commuting) with Saudi Arabia clients in Saudi Arabia and also the broader Middle East region.

Finsbury Glover Hering. Middle East & Africa.

PR and Communications Firm.

Creative Director. Dec 2018 - Apr 2021.

- Successfully established an in-house visual communications function and service offer for the FGH Middle East business – as well as contributing to the growth of new creative business verticals and service offers.
- Lead and direct in-house design team and all creative outputs for Middle East client visual communications activities – 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.
- Set, improve and guarantee the firms visual communications standards, whilst elevating the quality of internal and external communications FGH ME.
- Team management and planning, as well as inspire, train and guide the growth and development of creative team members.
- Developing and ensuring presentation approaches and standards whilst reviewing, creating and disseminating briefs from client information and objectives whilst also obtaining client feedback and approvals in a client facing role.
- Leading team member of the internal global design team responsible for the rebrand of Finsbury Glover Hering as a result of the 2020 merger.

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. Dubai.

Institutional Event Experience Firm.

Design (Visual Comms) Director. Jul 2018 - Dec 2018.

- Defining and elevating brand development and visual communications philosophy within the firm globally and for clients.
- Management of all visual communications design outputs of the firm (print, digital and spatial environmental design) and brand development direction within the event and experience spaces.
- Developing brand position strategies by examining client goals and objectives.
- Working and liaising with the clients, 3D spatial design team, production team, client serving and project management teams as well as external suppliers.
- Improving the quality of results by studying, evaluating, and re-designing processes.

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

Experience continued

The Lettuce Lab. Dubai.

Creative Studio.

Founder & Creative Director. Jun 2015 - Jun 2018.

- Management of all creative outputs of the studio i.e project planning, scheduling, resource management, training, creative direction, disseminating and creating briefs, liaising with external suppliers and production outfits, planning, management of creative team design execution and more.
- Identifying global creative talent and business opportunities to drive business strategy for clients and firm alike.
- Resource allocation, monitoring and managing balance-sheet and company finances.
- Creating and directing Hands-on design involvement with the creative team.

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.

Independent. Dubai.

Freelance Visual Communications Designer & Branding Consultant. 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. Dubai.

Multi-Channel Agency.

Senior Designer. 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. Dubai.

Advertising Agency.

Graphic Designer. 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. Dubai.

Architecture + Interior Design Firm.

In-House Junior Designer. 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

Business Growth + Offer Development.

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

Creative Direction + Management.

Extensive experience directing, designing and managing creative and visual communication output. Agency startup, management and operational experience; 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.

Print + Digital Expertise.

Multi-disciplinary expertise in print and digital design and corresponding team direction.

Brand + Product Development.

Experience developing brands and digital products from initial ideas, to MVP identification and implementation. Brand governance and operation models.

Ideation To Implementation Expertise.

Experienced in the entire process, from resource budgeting, to ideation, strategic planning, design, production through to implementation. Well versed in the entirety of creative project operations.

Versatile Communicator.

Confident verbal and visual communicator able to also direct teams from all backgrounds. Able to communicate industry specific ideas clearly and effectively with non-experts.

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 user interface 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
Student Gaming Initiative.
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

Sports & Entertainment

UAE Formula 4 / Fédération Internationale de
l'Automobile (FIA) / YAS Island / X Dubai / Ittihad
Football Club

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