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ABOUT ME

Born and raised in London, UK, I made the exciting move to Dubai in 2012. I enjoy various passions – from sports and movies to exploring new travel destinations and dining concepts. I am also a proud father of two, an experience that continually teaches me about growth and adaptability.

CLIENTS INCLUDE

Google, Microsoft, McKinsey, BCG, PIF, VOV, Pepsi, 7up, Desert Chill, Emirates, Qatar Airways, Blacklane, Bonbonnier, F1, Shell, Ferrari, Mercedes Benz, Porsche, VW, DMI, Phillips, GSK, Dubizzle, Fifa, Uefa, Expo 2020, Abu Dhabi Gov, WD, Sandisk, TAMM, Dubai Holdings, d3, Sunday Times, AHR, RTA, OSN, BBC.....

SOFTWARE AND SKILLS

SOFTWARE:

Adobe creative suite
Figma
Wordpress
Apple Suite
Microsoft Office
Google docs suite
Open Ai/Stable diffusion

WORKING EXPERTISE:

Brand Identity and Strategy
Creative and Art Direction
Story Building and Boarding
Illustration
UI/UX
Packaging and Product Design
Video and Photography Editing
Team Building and Development

ACHIEVEMENTS

AWARDS:

Transform Awards 2021
Best Brand Experience - Gold
Best Visual Identity - Gold
(Farming & Agriculture Sector)
Best Re-brand Digital - Gold

The B2B Marketing
Elevation Awards 2021 - Bronze

EDUCATION

University of Arts London
UX Design

University of Hertfordshire
Fine Art

Richmond upon Thames
College
Art and Design

INTRODUCTION

I am a passionate designer with over 20 years of experience in branding, creative and art direction, storytelling, and illustration. I have worked within agencies, as a freelancer, and in-house. My expertise lies in strategically ideating and executing creative concepts that not only drive client projects but also support the growth of existing accounts. I take pleasure in cultivating deep and impactful connections between brands and their target audiences through understanding the psychological and emotional aspects of design.

My role extends beyond managing multi-disciplinary creative teams; I prioritise communicating artistic strategy and direction to all stakeholders, fostering an environment of shared vision and goals. I enjoy problem-solving through design across both traditional and digital platforms. Additionally, I have a strong track record of managing multiple accounts and nurturing lasting relationships with my clients.

EXPERIENCE

FREELANCE (GCC)

DESIGN CONSULTANT - Retained clients: Abu Dhabi Government, Seven Media, DMI, Boomtown & Expo 2020
UAE Sept 2017 - Current

- Work with clients to help better understand/identify the challenge/s they face and create a solution
- Lead design workshops to build brand strategies, visual identities and campaigns
- Create brand identities including - design systems and brand guidelines
- Create innovative concepts for campaigns, events, TVC's and digital and traditional marketing materials
- Manage projects from start to finish, ensuring timely completion within allocated budget
- Work with multiple departments to unify all brand visuals and ethos, ensuring consistency
- Host feedback sessions to align all key stakeholder

AHR GROUP

HEAD OF DESIGN

Dubai March 2018 - June 2023 (part time)

- Developed and executed the initial brand strategy and visual identity
- Led the re-brand project from visual identity, encompassing logos, design systems and brand guidelines
- Collaborated cross-functionally with marketing, social media, and web development teams to produce compelling content
- Crafted consistent, high-quality assets, including brochures, customer forms, packaging, and event materials
- Managed the UI/UX team to design digital platforms and ensure seamless and engaging interactions
- Periodically conduct research and discovery techniques to better align the user experience with the customers needs
- Incorporating feedback into the updated designs periodically to ensure the continual improvement of the customer experience

AMPLIFY MARKETING AGENCY

SENIOR ART DIRECTOR

Dubai Feb 2015 - Aug 2017

- Led and developed the creative strategies supporting the overarching objections
- Presenting creative concepts to clients for marketing campaigns, print collateral, video production, social media and activations
- Leveraged artistic skills, including character design, illustration, conceptual art, storyboarding, and image refinement, to enhance visual communication depth and detail
- Managed and nurtured multiple client relationships
- Managed and mentored a multiple disciplined creative team

AIR3 CREATIVE

ART DIRECTOR

Dubai Nov 2012 - Feb 2015

- Developed creative concepts in response to client briefs
- Directing and overseeing the execution of campaigns, from photo shoots to digital content creation, ensuring alignment with the original concept and brand guidelines
- Project managed the entire creative process in-line with the budgets and timeliness
- Mentored junior team members to support their growth and optimise output and maintain high standards

FREELANCE (UK)

DESIGNER

London Jan 2007 - Nov 2012

- Generated innovative concepts and crafting tailored promotional assets to support the growth of clients
- Produce illustrations, both concept and final designs, storyboards, retouched images, product, package and logo design for multiple clients

BLUEBABOON DIGITAL

GRAPHIC DESIGNER - SENIOR GRAPHIC DESIGNER

London Jan 2002 - Jan 2007

- Assisting senior team members by participating in brainstorming sessions and supported on creative execution for all projects