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ABOUT ME

I have passion for all things creative and enjoy learning about the psychology behind it all and I am a proud father of 2.

CLIENTS INCLUDE

Google, Microsoft, McKinsey, BCG, Pepsi, 7up, Emirates, Qatar Airways, F1, Shell, Ferrari, Mercedes Benz, Porsche, VW, Nissan, DMI, Toyota, Philips, Piaget, GSK, Metromed, Appspace, Fifa, Uefa, Expo 2020, Du, WD, Sandisk, Dubai Holdings, d3, Sunday Times, AHR Group, RTA, OSN, BBC.....

SOFTWARE AND SKILLS

SOFTWARE:

Adobe creative suite
XD
Figma
Invision
Wordpress
Apple Suite
Microsoft Office
Loop11
Smaply
NavFlow
UXPressia

WORKING KNOWLEDGE:

Illustration
Story Boarding
Story Telling
Branding / Visual Identity
Creative Direction
Art Direction
User Interface Design (UI)
User Experience Design (UX)
Packaging Design
Retouching
Video Editing
Project Management
Team Building

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 extensive freelance, agency and in-house experience. I design and deliver creative concepts along with strategic proposals to support client projects, account growth, and new business opportunities. My strengths lay in managing multiple accounts and developing strong relationships with clients, engaging and directing multi-disciplinary creative teams, articulating the creative strategy, and direction to all stakeholders. My skill set includes; problem solving, innovative storytelling, UI/UX design, illustration and providing art direction across all design and digital platforms.

EXPERIENCE

FREELANCE (GCC)

DESIGN CONSULTANT - Retainer clients include AHR Group, Desert Chill, Expo 2020, DMI, DWTC and MBLM
Dubai Sept 2017 - Current

- Ideate creative concepts for new briefs, projects and business acquisition.
- Account management.
- Content development across all digital platforms.
- Lead UI/UX projects from conception to completion including working with programming teams.
- Develop strategies to meet clients objectives.
- Run workshops for design thinking and design sprints.
- Analyse data to support problem solving.
- Create branding and develop brand guidelines.

AMPLIFY MARKETING AGENCY

ART DIRECTOR

Dubai Feb 2015 - Aug 2017

- Manage relationships with clients and key stakeholders.
- Develop creative strategies across all platforms from client briefs.
- UI/UX design
- Lead a small team of designers across traditional and digital platforms including social media.
- Concept visualisation - determine best approach.
- Develop the overall look and style of campaign.
- Creative storytelling to support and implement the client's end goal.
- Illustration (character design, concept art, story boarding and retouching)
- Provide project reports highlighting key data after completion of campaign.

AIR3 CREATIVE

JUNIOR ART DIRECTOR

Dubai Nov 2012 - Feb 2015

- Manage team through the entire creative process (brief - ideation - execution)
- Conduct research and benchmarking for brands and concepts
- Design and deliver end work including: illustrations, visual designs, UI/UX web and app design, story boards, character design, retouching images, product, and package design, logos and creating brand guidelines for clients
- Manage all print collateral such as flyer's, leaflets, posters, banners and brochures from design to print stage

FREELANCE (UK)

DESIGNER

London Jan 2007 - Nov 2012

- Support large scale promotional campaigns for clients, (generate innovative ideas and develop content for promotional activities).
- Create designs and branding for clients to reach their target audience.
- Art direction, illustration, and retouching for print/online media.
- Researching industry trends and keeping up-to-date with the latest design and media solutions

BLUEBABOON DIGITAL

GRAPHIC DESIGNER - SENIOR GRAPHIC DESIGNER

London Jan 2002 - Jan 2007

- Produce visually engaging brands and websites for clients
- Organise and manage projects within a set time-line
- Attend creative brainstorming sessions with team members to support concept ideation