



EDUCATION

BA Interior Architect
Alexandria University of Fine Arts
2011 - 2016

JURY DUTY

Shots EMEA 2023
Film & Copy writing
Athar Saudi Festival 2023
Creative Academy - Copy writing
Red Apple Advertising Festival 2024
Young Academy - Design and Branding

RECOGNITION

Young LYNX
2023 - Silver winner for integrated campaign

Creative Faces to watch
2023 - Campaign Middle East

The One Show
2020/2021 - Ranked as one of the best
designers in the MENA region

AWARDS

Cannes Lions
2023/2024 - Brand and activations + 7 shortlists
Silver "Highlight Your Balls"

New York Festival
2023/2024 - 5 shortlists
2 Bronze "Highlight Your Balls"

Dubai Lynx
2022/2023 - Social
Silver "The Happiness Swap"
2022/2023 - Mobile
Bronze "The Happiness Swap"
2022/2023 - Digital
Grand Prix "Self Check-out"
2021/2022 - Breakthrough on a Budget
Bronze "YMCA- Self Check"
2020/2021 - Outdoor
Gold "Lego News Rebuilt"
2020/2021 - Print&Publishing
2x Silvers "Lego News Rebuilt"
2020/2021 - Industry Craft
Bronze "Lego News Rebuilt"

D&AD
2020/2021 - Media
Finalist "Lego News Rebuilt"

New York Festival
2020/2021 - Print: Best Use
Gold "Lego News Rebuilt"
2020/2021 - Print: Craft
Bronze "Lego News Rebuilt"
2020/2021 - Brand Design
Shortlist "Lego News Rebuilt"

The One Show
2020/2021 - Promotional Items
Merit "Lego News Rebuilt"
2020/2021 - Promotional
Merit "Lego News Rebuilt"

The Caples Awards
2020/2021 - Promotional Items
Bronze "Lego News Rebuilt"

Loeries
2021 - Print
Gold "Lego News Rebuilt"
2021 - Media Innovation
Bronze "Lego News Rebuilt"

Ad Star
2021/2022 - Use of Direct Marketing
Crystal "YMCA- Self Check"
2021/2022 - Use of social
Crystal "YMCA- Self Check"
2020/2021 - Print Craft
Gold "Lego News Rebuilt"

and more...

ABOUT ME

I'm an award winning ACD, mediterranean, art director, writer, dancer, and illustrator with over 8 years of diverse experience. I joined the party late, a.k.a. advertising. In my 'past life,' I was a Ballet Dancer at The Opera House, Interior Architect, and Brand Designer who cracked 20+ stories, spaces, and brand identities, which enables me to have a fresh look and more inclusive approach.

WORK EXPERIENCE

Associate Creative Director

Saudi Research and Media Group (SRMG) - Dubai
January 2025 - Present

Creative on Billboard Arabia, Asharq News, Bloomberg, Discovery Channel,
- Responsible for leading creative campaigns, teams and production sets.
- Work on pitches and expansion of current business.
- Work on Proactive work for new clients and current ones.

Senior Art Director

Publicis Middle East - Dubai
February 2024 - December 2024

Creative on Nestlé,
- Responsible for leading creative campaigns, teams and film sets.
- Work on pitches and expansion of current business.
- Work on Proactive work for new clients and current ones
Recent additions,
- Launched Nescafe - Coffee your way.
- Launched Kitkat sponsorship for Arab Got Talent.
- Worked on new pitches.
- Sold few proactive ideas currently in the mix.

Senior Art Director

FP7 McCann - Dubai
May 2023 - February 2024

Creative on Riyadh Air, Neom Nature reserve, Aldar Properties,
- Responsible for leading creative campaigns, teams and film sets.
- Worked on pitches and expansion of existing business.
- Worked on proactive work for new clients and existing ones.
Key Projects and achievements,
- Worked on Riyadh Air Pitch.
- Worked on delivering few future projects for Riyadh Air launch for 2025.
- Came up with and Launched 'Highlight your balls' for Testicular Cancer Society which won - Silver in Cannes Lions and 7 shortlists
2 Bronze at NY festival 2 finalists and 5 shortlists.

Art Director

Leo Burnett - Dubai
September 2021 - May 2023

Creative on PepsiCO.
- Responsible for producing creative campaigns, directing teams and supervising film sets.
- Worked on pitches and expansion of existing business.
- Worked on proactive work for new clients and existing ones.
Key Projects and achievements,
- Launched RockStar Energy Drink new platform with Skinny (KSA famous most loved rapper) in MENA and specifically KSA.
- Launched 'Nutmeg Royale Foosball Table' for Pepsi World Cup 2022 with Ronaldinho.
- Launched 'The Happiness Swap' for McDonald's World Cup 2022, won silver and bronze in Dubai Lynx.
- Won Young Lynx 2022.
- Part of the team who won agency and network of the year for Leo Burnett in Lynx 2022.
- Part of the team who won EmiratesNBD Pitch.



SKILLS

Leadership
Planning
Passion for Impactful ideas
Strategic Thinking
Art Direction
Story-telling
Branding
Business-led campaigns
Content Ideation
Illustration
Sketching
Procreate
Adobe Photoshop
Adobe Illustrator
Painting
Photography
Surfing, dancing and more ...

WORK EXPERIENCE

Senior Designer to Art Director

Havas - Dubai

September 2020 - August 2021

- Creative on Cotty, Bel, Lego, Durex, Adidas, Nakheel Properties, Sunwhite,
- Responsible for supporting all teams on all projects from design approach.
 - Responsible for leading digital accounts and always-on with the digital team.
 - Responsible for producing creative campaigns, directing junior talents, and supervising content production.
 - Worked on 360 campaigns.
 - Worked on pitches and proactive work for new clients and existing ones

Key Projects and achievements,,

- Worked on more than 10 Pitches.
- Produced the Lego-News re-built which was recognized by some of the prestigious awards, like D&AD, The one show, Loeries, Ad Star, Dubai Lynx and more.
- Launched YMCA Self-checkout which was recognized by Dubai Lynx & more.

Art Director

House of Comms- Dubai

February 2020 - September 2020

- Creative on Emarat Petrol, Pf-Changes, Starbucks, NCEMA and Barakat.
- Responsible for leading digital accounts and always-on with the digital team.
 - Created dynamic engaging content for digital accounts and PR accounts.
 - Worked on 360 campaigns.
 - Worked on pitches and expansion of existing business.

Key Projects and achievements,,

- Worked on launching Emarat brand after 20 years of disappearance with a campaign that been recognized By Campaign Middle East as one of the top 20 films in 2020, which earned the brand 78% engagement and brand love.

Brand Designer

Brand Creative - Dubai

October 2018 - February 2020

Created more than 20+ brand identity and storytelling for beauty, hospitality, retail, F&B brands and more... Including Skincare brands like Ixora.

Interior Designer

Albal Design Studio - Dubai

October 2017 - October 2018

Interior Designer

Korus Interiors - Dubai

February 2017 - October 2017

Interior Designer

Alchemy Design Studio - Cairo

September 2016 - February 2017