

experience

Art Director « 04.2016 - Current « Nationwide [Pet Insurance]

- Developing creative from concept formulation to execution
- Brand guardian and volunteering on multiple projects
- Strong leadership and coaching skills with an aptitude for making quick, quality decisions
- Client-focused mindset with the ability to build and maintain strong relationships
- Strong multi-tasker with the ability to deliver under pressure and tight deadlines
- Combine a high-energy management mentality with a strong creative eye
- Motivating team members & providing quality control over all projects
- Redesigning petinsurance.com & maintaining all marketing campaigns
- Creating dynamic & static digital solutions for web & social media
- Creating animation and video editing all major projects
- Creating advertising concepts for different Clients

Art Director « 01.2014 - 04.2016 « Main Street Films [Entertainment Agency]

- Create & support all marketing artwork for various movies & TV shows
- Design & develop websites and landing pages for various movies & TV shows
- DVD/Blu Ray cover and menu design
- Design & develop HTML5 banners
- Create Keyart & title treatments for various movies & TV shows
- Animate for various movies & TV shows
- Combine a high-energy management mentality with a strong creative eye
- Creating dynamic & static digital solutions for web & social media

Head of Creative « 04.2011 - 01.2014 « Core Republic [Digital, Video & Print]

- Leading, directing & supervising the creative team
- Managing multiple projects, from concept formulation to execution
- Working with the production team, marketing team & content team to develop concepts
- Managing & motivating team members & providing quality control over all projects
- Redesigning elgtv.com (online TV) & maintaining all e-marketing campaigns
- Creating dynamic & static digital solutions for the company's website & social media
- Overseeing & also creating animation films & special effects for all online video content
- Designing company's corporate branding & helped restructuring all departments
- Creating advertising concepts for the different online portals

Art Director « 08.2007 - 04.2011 « McCann Worldgroup/FP7 [Advertising Agency]

- Directing various client projects (McDonald's, Coca Cola, Nestle, Cadbury, ART TV, Edita, Red Bull, Virgin Megastore, Unilever, AXE, Signal & Close Up, Johnson & Johnson, KFC, Hilton Family)
- Designing McDonald's Egypt website & managing its development
- Designing & animating all interactive online & TVC projects (AE, FCP, Flash)
- Developing & presenting creative & conceptual ideas to clients
- Overseeing the creative direction & graphic solutions for various design projects, including ads, packaging, graphics & in-house organizational support material

Design & Event Manager « 12.2004 - 08.2007 « Body Wise [Health & Nutrition]

- Creating & branding company logo/stationary, packages, product labels, & catalogues
- Designing graphics for bi-yearly events & conferences
- Managing production artists/freelancers & directing A/V Production for all corporate conferences
- Directing product & magazine shoots including event photography
- Producing flash animation & motion graphics to support events, products & promotions
- Implementing & maintaining logos on the company's collateral material



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objective

Establish a long-term partnership within a company that values high quality/cross-functional creativity. I'm a Multimedia Art Director with over 10 years experience in producing and directing effective visual communication in creative ideas, interactive media, video editing, motion graphics, presentations and print designs. Focusing on team leadership, inspiration, and initiating niche concepts.

skills

- « Highly experienced in Concepts/Ideas, Branding, Graphic Design, Animation, Video Editing, Web Design/UI, AD Banners (HTML5 & Flash), Packaging, Presentations, Events, Art Direction in Filming & Photography.
- « Experienced in event planning, coordination, & production. Highly motivated & able to work both independently & in a team. Detail-oriented, deadline-savvy & a multitasker.
- « Expertise in Adobe products (PhotoShop, Illustrator, Indesign, After Effects, Premiere, DreamWeaver & FireWorks), Light Room, GWD, Final Cut Pro, & Keynote/PPT.
- « Hobbies: Triathlons (cycling, running & swimming).

education

5.2001 « **CSU of Fullerton** « Fullerton, CA
Bachelor of Fine Arts - Graphic Design

2.2006 « **Orange Coast College** « Costa Mesa, CA
Ongoing advance courses in Marketing & Communication