



My philosophy is simple, I believe in the power of ideas.

Distinctive, intelligent design and direction that makes a difference and solves problems effectively.

With a love and sensitivity for colour and typography, this ethos is based on pushing my limits, coupled with a meticulous approach, based on research and development.

My extensive expertise, online and offline, lie in art/design direction, brand strategy, 360 branding, brand guidelines, book/magazine design and typeface design.

Bē in 

Mobile: +971 58 511 8288





Name

Abdelkader Dris

Birth

23/05/1982

Gender

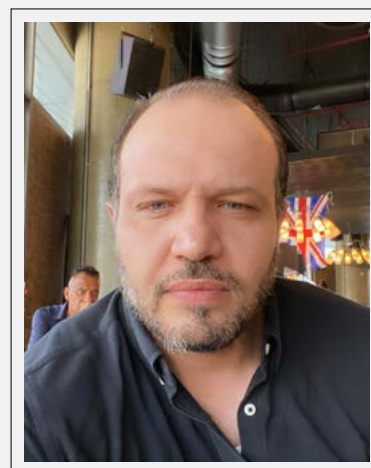
Male

Status

Marride

Nationality

French, Algerian



EXPERTISE

- Creative Direction
- Design Direction
- Art Direction Brand Strategy Editorial
- Design Graphic Design
- Typeface Design Digital Design
- 15 Yrs of exp in designing corporate Presentations, PPT, Proposals, Dashboards, Reports
- Motion Graphic
- Artisit
- UX/UI Artisit
- Arabic & Lettering
- Calligraphy Specialist. -
- Digital Painting Artist
- Computer Web Design
- Video Editing
- Web Coding

BIO

With almost 24 years in the art and advertising industry I've learned to be versatile.

I'm highly conceptual, but with a keen eye for craft and design too.

I lead teams and studios, but I'll roll up my sleeves and get hands-on when the project needs it.

I have a passion for hand-drawn concepts and visuals, but I'll make a mouse and monitor sing along too.

I love the energy of a creative team, but I'll dive in and write copy as well. I bring a potent mix of old-school skills and up-to-the-minute thinking to everything I do. I've helped my clients build successful campaigns and experiences for their customers and their people.

I have worked on an enormous variety of briefs, from digital to print, DM to B2B, experiential to social.

I've developed global product launch campaigns as well as precision targeted sampling mailings, and most things in between.

I collaborate with writers, planners, illustrators and photographers, and lead creative-teams, designers, and studios.

All in the pursuit of getting the right messages to the right people.

**- Yes, in short; I know what I'm doing,
I know how to do it, and I'm pretty good at it.**

WHAT I DO

- **Develop and implement** creative strategies and concepts that align with the companies brand identity and marketing objectives.
- **Lead brand campaigns**, including submitting ideas for projects and overseeing the development of all creative content.
- **Lead and manage a team of creative** professionals including graphic designers, copywriters, and multimedia specialists.
- **Oversee the creation of visual assets**, including but not limited to graphics, videos, and animations, for various digital and print platforms.
- **Lead brainstorming/creative sessions** to generate ideas.
- **Revise content and presentations**, approve/reject ideas, provide feedback to the team.
- **Train and guide** subordinates into accomplished professionals.
- **Collaborate with marketing**, product, and sales teams to ensure cohesive and effective communication across all channels.
- **Stay upto-date with industry trends** and best practices to continuously improve the quality and effectiveness of creative outputs.
- **Manage project timelines**, budgets, and resources to ensure timely and successful delivery of projects.
- **Present project information**, including deadlines and budgets to stakeholders and top management.
- **Monitor and analyze** the performance of creative campaigns and initiatives, providing Insights and recommendations for improvement
- **Other tasks necessary** as requested by the top management.
- **Develop creative concepts** that align to brand identity and marketing objectives.
- **Implement creative strategies** to promote company's branding.
- **Manage projects and budgets** required in developing and implementing the creative concepts and strategies.

KNOWLEDGE**Skills**

Concepts, art direction, headlines, copy, messaging, strategy, campaigns, scamps, visuals, designs, shoots, typography, storyboards

Management

Extensive experience managing large teams of diverse personalities in deadline driven environments, establishing employee career development programming, leading cross-functional team collaboration, and developing industry outreach opportunities.

Channels

Digital,direct,press,outdoor,brand,video,animation,in-store,social,experiential, email, b2c, b2b, internal and external comms.

Sectors

Automotive, technology, FMCG, Finance, healthcare & pharmaceutical, retail, entertainment, education & training, travel & tourism, telecoms, non-profit

Software

Mac OS, Windows, Adobe Creative Suite 2019, Adobe Acrobat Professional, Adobe InDesign, Photoshop, Illustrator, After Effect, Adobe Dreamwaver, Final Cut Pro, Flash, Keynote, PowerPoint, HTML, JavaScript, CSS, Microsoft Office.

SELECT CLIENTS

- His Highness Sheikh Mohammed Bin Rashid Al Maktoum (Jawaher Book Cover)
- Dnata
- Adidas
- Nike
- Kit Kat
- Dubai Government
- McDonalds UAE
- Lipton
- Daman UAE
- RTA UAE
- Sparkys Summer Festival
- PAUL Restaurant
- BinSina Pharmacy Dubai
- Fly Emirates
- Fitness First
- Odyssey
- Abu Dhabi TV
- Liwa Date Festival
- Air Algerie
- Air France
- Atlantis The Palm
- Her Highness Sheikhha Hind Bint Faisal Al Qasimi
- Emaar Properties
- Algerian Embassy in UAE
- American Garden
- Muscat Bank
- ADIB UAE



EXPERIENCE***Freelance Creative Director / 2012 to present
Dubai, Abu Dhabi, Riyadh, Beirut, Algiers, Paris.***

Idea generation, concept development, strategy, messaging, copy and visualisation for creative agencies.

Agencies

Leo Burnett (UAE, Freelance)
McCann (UAE, Freelance)
Ogilvy (UAE, Freelance)
Saatchi & Saatchi (UAE, Freelance)
Jack Morton Worldwide (UAE, Freelance)
Impact BBDO (UAE, Freelance)

Main Tasks***Technical & Product***

- Develop new workflows, processes and automations for Generative AI company work and manage the creative process from conception to production.
- Create frameworks and evaluate Generative AI tools for use within the team.
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- Create frameworks and evaluate Generative AI tools for use within the team.

Business Acumen & Operational Efficiency

possess a unique approach to creating Generative AI experiences for ATL Advertising, content, Social Media, and Internal Communication campaigns.

- Possess a thorough understanding of traditional advertising and branding tools, including content and campaign creation, video production/direction to propose novel approaches using Generative AI tools and to cultivate new competencies within the company
- Mentor and guide other team members in the adoption of Generative AI technology and associated processes

Innovative & Analytical Mindset

- A visionary individual who is passionate about pioneering new technologies and becoming experts in the field.

More specifically:

- Views knowledge as building blocks that can be assembled, disassembled and combined to produce wildly imaginative outcomes.
- Maintains a perpetual sense of curiosity and an inclination to enhance their surroundings.
- Has an inherent curiosity about the future and is an avid science fiction enthusiast
- Is enticed by language and adept at structuring persuasive arguments.
- Embraces and navigates ambiguity when it comes to new processes, tools and working styles.

EXPERIENCE***Creative Director / Jul 2023 to Present*****Saeed Ahmed Lootah Charity Foundation - Semi-Government*****Creative Director / 2023*****Radix media - Dubai, UAE*****Design Manager / 2019*****Abu Dhabi Department of Economic Development (DED, Abu Dhabi Government)
Chairman Office*****Creative Director / 2018*****Amazon Foods UAE, Dubai, UAE*****Creative Director / 2015*****Imagin8 Creative Agency - Dubai Media City, UAE*****Senior Art Director / 2011*****Impact BBDO - Dubai, UAE*****Creative Partner / Founder / 2009*****Click Group. - Damascus, Syria*****Senior Graphic Designer / 2005*****Leo Burnett - Dubai, UAE.*****Creative Partner / Founder / 1999*****Pixel Creative Studio. - Damascus, Syria - Algeria.****EDUCATION****High school Diploma, Damascus - Syria****AST Degree in GRAPHIC & WEB DESIGN TECHNOLOGY, Thomson Education Direct,
Pennsylvania, USA.****Mastered and Certificated of Experience from ADOBE 2007 in the following softwares:**

- Adobe Photoshop.
- Adobe Illustrator.
- Adobe InDesign.
- Adobe Flash.

AWARDS

2015 — Sky Sports 16/2015 Premier League launch by Marketing Magazine.
2013 — Silver DMA Award For Jeep campaign .
2011 — Silver DMA Award For Fly Emirates campaign .
2010 — SITE OF THE DAY (E-CREATIVE.NET).
2010 — MY DESIGN AWARD.
2010 — CREATICA.COM.
2010 — WEB DESIGN FILE.
2010 — SUPER DESIGN BLOG.
2010 — MOST INSPIRED.
2009 — Precision Marketing Award for Tesco Organic campaign.
2008 — Silver DMA Award for the Air France campaign.
2008 — Awarded by LOGOLOURING BOOK.
2007 — Bronze DMA Award for the Volkswagen campaign.
2006 — NEW WEB PICK e-magazine interview and award.
2005 — One of only a few people nominated globally for the prestigious Sapient
Founder's Award.

Awarded by more than 20 international websites who gives awards for the best
websites around the world.

LANGUAGES

Arabic: Mother Tongue.

English: Good reading, writing, speaking, and typing.

French: Good reading, writing, speaking, and typing.



<https://www.lebook.com/events/OnS4ELI2tBGUWIFZMA9X/nominees>

LE BOOK JURY MEMBER

Beginning as a highly-collectible and highly-designed reference book, LE BOOK was a limited edition guide to the creative community in Paris. Invented by Veronique Kolasa in 1982, as a private resource for her best creative friends, LE BOOK quickly became “The Bible of the Image Industries.”

As the international reference for information and inspiration over the past four decades, LE BOOK has a network of +50,000 creatives at brands and advertising agencies – all involved in marketing, image-making, and media buying.

The first edition of LE BOOK New York was released in 1995, in 1999 LE BOOK London, LE BOOK Berlin in 2009 for Germany and Eastern Europe. LE BOOK West Coast was launched to much demand in 2010. Like the Paris and New York editions, London, Berlin and West Coast provides comprehensive listings for all photography, film, video production and event-related services.



Ilyas Dkhissi
Director Of Photography / Marketing Manager
PSI



Hani Douaji
Director Of Creative And Design
MAJID AL FUTTAIM RETAIL (CARREFOUR)



Jules Doyle
Global Head Of Creative
THE BODY SHOP



Abdelkader Dris
Creative Director
CREATIVE DEER DUBAI



Dei El Ayoubi
Head Of Production
CHICKPEA FILMS



Nancy El Khatib
Content & Engagement Manager
COLGATE PALMOLIVE



Farah El Masri
Regional Marketing Manager
RIMOWA



Tareq Elsarw
Senior Manager - Electric Mobility
(Polestar/Byd)
ALFUTTAIM AUTOMOTIVE



Mariam Elsayed
Digital Media Campaigns Lead
BURJEEL HOLDINGS



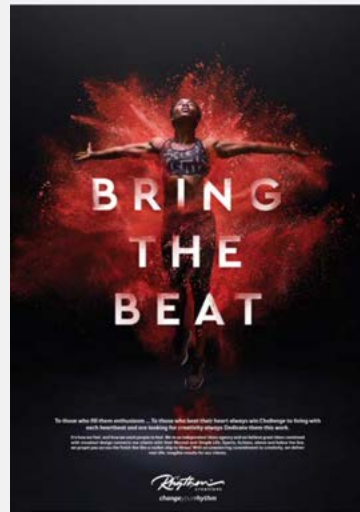
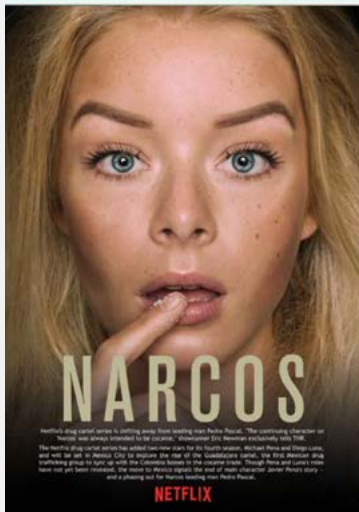
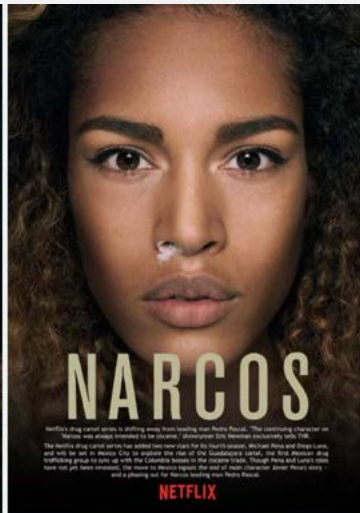
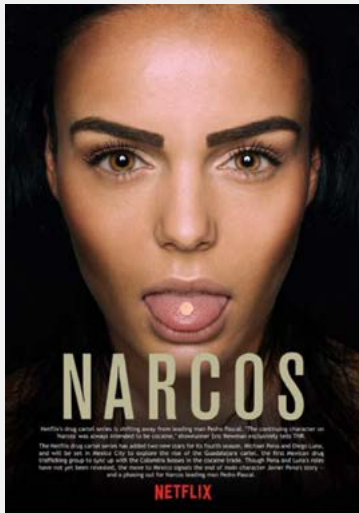
Federico Fanti
Chief Creative Officer
MCCANN



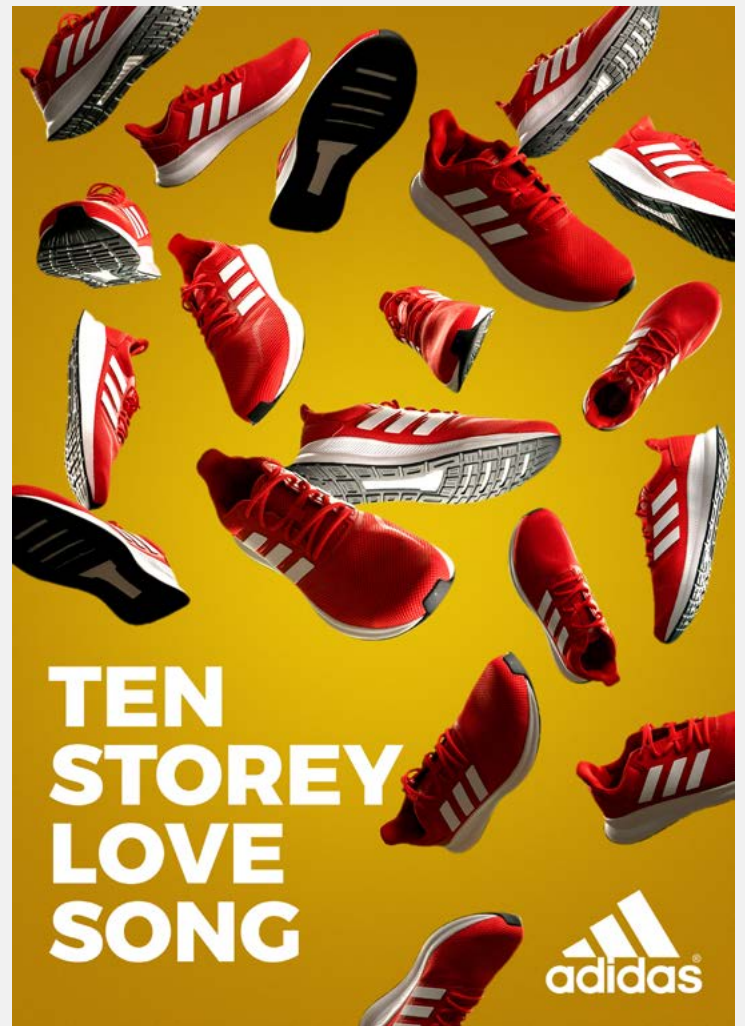
Lisa Farfour
Senior Marketing Manager
PVH



Naomi Galli-Merle
General Manager Middle East, Indian Ocean,
South East Asia
VALMONT GROUP









LIFE IS A BLANK CANVAS.
FILL IT WITH COLOR. CREATIVITY IS A WAY OF LIFE.
IT IS NOT JUST ABOUT DOING THINGS AND MAKING THINGS.

CREATIVITY IS A WAY OF BEING, A WAY OF THINKING, A WAY OF LIVING AND
BREATHING AND A WAY OF MOVING THROUGH YOUR WORLD ON A DAY TO
DAY BASIS.

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