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嘉慧



Integrated Art Director | Social Media Specialist | Multidisciplinary Designer

About

As an integrated art director and multidisciplinary designer, I believe that inspiration should come from anywhere, even if it has nothing to do with design. Random talks in the elevator, the extra 2 minutes in the shower, attending a friend's underground gig, singing Drake to yourself, or creating memes about millennial life - all experiences feed your creativity.

For the past 9+ years, I've been working in traditional and digital advertising as a creative with a keen eye for social campaigns. From building a brand from scratch to shooting content for different digital platforms, I've honed my decision-making skills while under pressure, diversified my insights to the region, and expanded my creative thinking.

Brands

SAATCHI & SAATCHI

Nakheel, RTA, TRA, Huawei, Inflight Dubai, Mai Dubai, K9friends, Dubai Tourism, Emaar, and Simplyplan.

WUNDERMAN THOMPSON

Emirates Skywards, Comfort, Unilever (LUX, Sunsilk, Lipton, Magnum, Ponds), Nana, Dubai Tourism (Global), Al Tayer Group (GAP, Banana Republic, F+B), IMKAN, Panadol, Dolce Gusto, ADCB, HSBC, Otrivin, Microsoft, Heinz, Majid Al Futtaim, GSK, DP.

FORSMAN & BODENFORS PREVIOUSLY BRAND NEW GALAXY

Ceers, Canderel, Hype, Mashreq, Himalaya, Anchor, Ferrero Brands, Ellington, Zurich, ANKER, Bridgestone, Oppo.

Language

ENGLISH

Native British

CANTONESE

Fluent Speaking
+Listening

MANDARIN

Beginner Speaking
+Listening

Experience

Brand New Galaxy

CREATIVE LEAD

2022 - current

Dubai / UAE

- Mentored and guided team members through each phase of the creative process.
- Ensured seamless collaboration between influencer and media department leaders for successful campaign execution.
- Directed and made critical decisions during creative projects.
- Resolving conflicts, disputes, and disagreements within the team.
- Supervised digital asset quality and creative output.
- Established streamlined processes and served as a facilitator for workflow efficiency.
- Leading and executing social content and campaign launches.
- Identified and recruited talent and developed new interview questions that assessed both technical skills and cultural fit, further implemented a virtual onboarding process for remote team members.
- Understanding clients' wants and needs and then providing the best creative solutions for the business problem.
- Social media planning based on the strategies research and findings.
- Reporting to the CEO. As well as providing updates and solutions for the creative department.

SR DIGITAL ART DIRECTOR

- Establishing structure and systems in the creative department by collaborating with heads of media, client servicing, influencer, and E-commerce, and assembling a dynamic creative team.
- Effectively lead and oversee projects, working alongside a diverse team of freelance copywriters, designers, directors, editors, and the design studio.
- Conceptualizing, strategizing, and executing comprehensive 360 campaigns across various digital and social media platforms (Instagram, Facebook, TikTok, Snapchat, YouTube).
- Collaborating closely with influencer managers to drive and develop content with regional influencers, particularly on platforms like TikTok, Instagram, and YouTube.
- Providing essential art leadership support to Influencer, Media, and E-commerce teams.
- Develop and maintain our client brand identity and collaborate with other sister agencies.
- Creative content creation from scratch.



ART DIRECTION

TRADITIONAL _DIGITAL _SOCIAL

"If you are not having fun then you are not doing it right."

Creating interesting conceptual ideas that push boundaries between the visual and the user experience. As well as helping brands stay on-trend and relevant to multiple regions.

BRANDING+ ADVERTISING

SOCIAL MEDIA CONTENT _DIGITAL PLATFORMS _AD CAMPAIGNS

"Advertising is more than selling a product but selling through a community and lifestyle."

Helping brands create a visual language with design that works and relevant content that tells stories. From classic print ads to digital and social activations.

DESIGN

Social Media Content / Print / Editorial / Digital / Packaging

"Design is not just making things look good but creating with an idea"

Creating problem solving designs that pushes brands further and creating visuals that are on trend for different platforms.

Awards and Featured

EFFIES / SILVER
YEAR / 2018
CLIENT / NANA
AGENCY / WUNDERMAN
CAMPAIGN / HOW NANA
BROKE THE TABOO
AROUND PERIOD

CAMPAIGN MAGAZINE FACES TO WATCH 2020
<https://cainme.com/2018/04/12/113930/faces-watch-2018-digital-creative/>
CAMPAIGN MAGAZINE FACES TO WATCH 2018 – DIGITAL & CREATIVE
<https://campaignme.com/campaigns-creative-faces-to-watch-2020-katherine-ho-interactive-designer-wunderman-thompson/>
BEST ADS ON TV K9 FRIENDS (TOP 6)
<https://www.bestadsonTV.com/ad/79080/K9-Kriends-Drool>

ADC July 2024
Interactive Category

Experience

Wunderman Thompson

2017- 2022

**INTERACTIVE DESIGNER
+ ART DIRECTOR**

Dubai / UAE

- Crafting 360 campaigns from ideation, to design strategy and execution, with a special focus on digital and social creative work.
- Being a creative lead onset with high-profile influencers.
- Working closely with the film directors and photographers on commercial shoots (content creation during Covid-19 restrictions), as-well as making quick decisions on site with clients and the other creative teams.
- Supporting art leadership at the agency with pitches and daily projects.
- Tracking regional and global advertising trends and design innovation.
- Proactively pitching creative concepts for awards.
- Serving as a trusted design consultant for clients and the agency, also acting as a valuable social media advisor.

Saatchi & Saatchi

2014 - 2017

GRAPHIC DESIGNER

Dubai / UAE

- Conceptualize brand campaigns to increase brand awareness, launch a new product or service, or generate more sales.
- storytelling through branding to help companies to build stronger relationships with their consumer, differentiate themselves from competitors, and bring brand loyalty.
- create package designs and concepts to enhance the overall presentation and functionality of the product while also providing new and exciting ways to engage with customers.
- Expand on 360 campaigns visually and conceptually.
- Provide creative solutions in traditional advertising formats and social.
- Take part in proactive projects and enter awards

Studio Pretty

2014

DESIGN INTERN

London / UK

Supporting Studio Pretty clients in creating mock up presentations for Richard James Mayfair new fashion line and working on their SS15 Spring/ Summer collection lookbook. As well as being assistance for the East End Film Festival.

Education

▪ **BA (HON) GRAPHICS COMMUNICATIONS**

University for The Creative Arts
| Farnham/UK | Received: 2:1

▪ **Other**

3 years of Mandarin Chinese classes (Elementary)
4 years of Cantonese Chinese classes (Speaking)

▪ **FOUNDATION DIPLOMA IN ART AND DESIGN**

University for The Creative Arts
| Farnham/UK Received: Merit

▪ **COURSERA CERTIFICATE**

FIRST STEP KOREAN - Yonsei University
UI / UX DESIGN - California Institute of the Arts

▪ **11 GCSE/ 4 A LEVELS (A-C) BEGINNERS SPANISH**

Psychology | Art + Design |
Textile | Performing Arts

Workshops

Google
/ Client + Agency

Creative Campus Beirut /
Creative Presentation

TIKTOK
/ Client & Agency

Facebook Blueprint
/ Live + Online