



MAYA SMADI

Freelance Art Director

EXPERIENCE

ART DIRECTOR

[Contract]

M&C Saatchi World Services

Mar 2020 - Present

- Hired remotely to work with the UK team on creative concepts for the international development sector.
- Work closely with client servicing team to come up with targeted visual solutions.
- Develop animated digital banners at a very fast pace.

ART DIRECTOR

[Project Basis]

Vibrant Sorcery

Sep 2020 - Present

*Clients Include: SIG Combibloc
Obeikan, HKA, EGA, Kitch*

- Provide creative vision and concept design for video and animation projects.
- Manage multiple stakeholders and projects from pre through to post-production.
- Participates as a creative team member in new-business development efforts.

MANAGING DIRECTOR

[Self-employed]

Alama DMCC

May 2009 - June 2020

*Clients Include: Motivate
Publishing, Aon Hewitt, Cinema
Akil, Tonic Juice Bars, Furchild,
Misk Nursery, Sharjah Equine
Hospital, Kane Mochi (KSA)*

- Serviced client accounts and manage projects from conception to execution
- Managed project teams with a versatile skill-set such as developers, videographers, photographers and designers (based on client requirements).
- Developed and revamped brand identities from rough ideas to full fledged concepts.
- Managed the creative collateral behind corporate events (art design for a stand at the Gulfood won the 'best stand design' award in 2018).

HEAD OF DESIGN

[Contract]

Slant Agency

Mar 2019 - Jul 2019

*Clients Include: Coroli (ADVOC
Group), Ajmal Perfumes*

- Managed the complete account for Coroli which includes coordinating client briefs, collaborating with the strategy and design team, revamping the brand identity, brand guidelines and designing their new product portfolio.
- Spearheaded the overall brand design Qafiya for Ajmal Perfumes in Saudi Arabia including development of the website and social media visual language.
- Supported in re-strategizing the social media of Qafiya – an Ajmal Perfumes product range - which included defining brand pillars, visual mood board and development of marketing collaterals.

CREATIVE DIRECTOR

[Project Basis]

Syntonize

Jan 2017 - Jan 2019

- Develop the brand for WAVO by OSN which included putting together a team to create all the necessary assets, manage client presentations and meetings, work closely with the designers and other agencies to develop a cohesive brand and launch campaign.

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CONTACT

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mayasmadi.com

SOCIAL

LinkedIn @mayasmadi
Instagram @mayasmadidotcom



MAYA SMADI

Freelance Art Director

EXPERIENCE

HEAD OF MEDIA

[Start-Up Partner]

Farahii.com

Aug 2017 - Aug 2018

- Headed media for farahii.com (wedding ecommerce start-up).
- Part of the start-up management team and key influencer in the company's strategic planning.
- Day-today responsibilities included:
 - Preparing social media strategy, budgets and analytics
 - Planning, designing and scheduling of monthly social media content and campaigns
 - Deployed social media campaigns on Facebook, Instagram and SnapChat as well as SMS marketing
 - Managed marketing team remotely
 - Updated the ecommerce website with promotions and offers
 - Directed product photography

GRAPHIC DESIGNER

[Full Time]

Spark Advertising (Publinet)

Jul 2005 - May 2009

- Worked with client servicing to understand client's briefs and translate them into attractive and impactful designs.
- Oversaw production of all marketing collateral.

Clients Include: TAG Heuer, Cinnabon, Settles Best Coffee, Baskin Robbins, Dubai Pearl, Zaatar w Zeit

EDUCATION

AMERICAN UNIVERSITY OF SHARJAH

Bachelors of Science in Visual Communication

Sep 2001 - May 2005

SKILLS

- Art Direction & Storytelling
- Creative & Curious
- Reliable & Professional
- Organized & Analytical
- Time management
- Fast learner & Self-Motivated
- Adobe Creative Suite
- Figma
- Microsoft Office
- Multi-lingual (Arabic, English & French [basic])

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