

Raed Mirdas

CREATIVE DIRECTOR

Crafting Unforgettable Branding Experiences.

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PERSONAL STATEMENT

Highly experienced and visionary Creative Director with a proven track record of leading successful creative campaigns and driving brand innovation. Seeking a challenging position to utilize my strategic thinking, leadership skills, and passion for creativity to deliver impact and visually compelling solutions.

EXPERIENCE

NAZIH GROUP - MENA DUBAI OFFICE CREATIVE DIRECTOR MENA | 2020 – Present

- Lead a multidisciplinary team in the conceptualization, development, and implementation of brand strategies for diverse clients across industries.
- Defined brand positioning, messaging, and visual identity guidelines to ensure consistency and alignment with client objectives.
- Directed the creation of brand assets including logos, typography, color palettes, and imagery, resulting in cohesive and memorable brand identities.
- Collaborated with marketing teams to integrate brand narratives into advertising campaigns, social media content, and experiential activations.
- Conducted market research and competitor analysis to identify opportunities for brand differentiation and innovation.
- Oversaw brand experience initiatives, ensuring seamless integration across all touchpoints to enhance customer engagement and loyalty.
- Managed client relationships, providing strategic guidance and fostering trust through clear communication and effective project management.
- Monitored and evaluated the effectiveness of branding efforts, leveraging data and analytics to optimize strategies and drive continuous improvement.

ESTETICA MAGAZINE MENA EDITOR IN CHIEF | 2016 – 2020

- Developing and implementing the overall editorial strategy, including content direction, tone, and voice.
- Collaborating with various teams to plan and schedule editorial content, ensuring alignment with the organization's goals and objectives.
- Working closely with cross-functional teams, such as marketing, design, and production, to coordinate content creation, distribution, and promotion.
- Monitoring and analyzing key performance metrics, such as website traffic, engagement, and audience demographics, to assess content effectiveness and make data-driven decisions for continuous improvement.

XYZ Communications ART DIRECTOR | 2016 – 2013

- Develop and implement creative strategies for a wide range of clients, including leading brands in the fashion, beauty, and lifestyle sectors.
- Produce compelling visual concepts, layouts, and designs for various marketing collateral, including advertisements, packaging, and websites.
- Work closely with clients and account managers to understand project requirements and deliver creative solutions aligned with their brand identities.
- Mentored and guided a team of designers, providing feedback and fostering their professional growth.

SENIOR GRAPHIC DESIGNER | 2013 – 2011

- Refine images, fonts and layouts and finalize designs, using graphic design software.
- Generate ideas to portray concepts and advertise products/services, based on client's need.
- Develop graphics and sample layouts for product illustrations, company logos, and Web sites.
- Liaise with outside agencies, art services, web designers and colleagues as necessary.

UNITED NATIONS - LEBANON

SENIOR GRAPHIC DESIGNER | 2010 – 2009

- Design graphic content, illustrations, and infographics, from concept to delivery.
- Liaise between the marketing and design teams to ensure deadlines are met.

VIRGIN MEGASTORE MENA

GRAPHIC DESIGNER | 2009 – 2006

- Liaise with clients to determine their requirements, timescale and budget.
 - Develop concepts, graphics and layouts, including making decisions about fonts, images.
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EDUCATION

MODERN UNIVERSITY FOR BUSINESS & SCIENCE

- Bachelors' Degree – Graphic Design | June 2009
- Adobe Certified | 2011

SOFT SKILLS

- Brand Strategy
- Creative Direction
- Visual Identity Design
- Visual design and layout
- Brand Storytelling
- Market Research & Analysis
- Project Management
- Client Relationship Management
- Team Leadership & Mentorship
- Adobe Creative Suite
- Data Analytics

LANGUAGES

- Arabic
- English