ADEL ASHOUR

SENIOR ART DIRECTOR / CREATIVE LEAD

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Award-winning Senior Art Director and Creative Lead with more than 10 years of experience turning business challenges and cultural insights into integrated campaigns. I lead multidisciplinary teams from strategic platform and concept development through film, design, digital, social, OOH and experiential execution, keeping the idea clear and the craft consistent at every stage.

CREATIVE EXPERTISE

Creative Direction • **Integrated Campaigns** • **Art Direction** • **Brand Platforms** • Film and Content • Visual Storytelling • **Team Leadership** • Client Presentations • Production Leadership • Digital and Social • Experiential • AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

VML | Riyadh — Mar 2024 - Present

Senior Art Director

- Lead concept development and art direction for national and commercial campaigns, carrying work from the strategic platform through film, design, social, OOH, digital and experiential delivery.
- Guide multidisciplinary teams of copywriters, designers, strategists, producers and production partners around one creative vision, while protecting the idea and visual craft through execution.
- Translate complex business and brand ambitions into clear, culturally relevant ideas; present work to senior clients, respond to feedback and turn approved directions into scalable campaign systems.
- Created work across aviation, technology, food, finance, destination, sport and national transformation for brands including flynas, King Salman International Airport, ALAT, ROSHN, stc, NADEC, Apple x Jarir, AROYA Cruises and Goody.
- Contributed to flynas Seat with a View, winner of the Dubai Lynx Grand Prix in Digital Craft and 2 Golds, alongside recognition from Clio, The One Show, Cannes Lions and London International Awards.

Shift / Telefaz11 | Riyadh — May 2023 - Mar 2024

Art Director

- Developed campaign concepts, key visuals and film directions rooted in Saudi culture, working closely with creative, production and client teams from pitch through delivery.
- Directed visual systems across channels and guided designers and production partners to maintain a consistent standard of craft.

Kijamii / GPK | Cairo — Jun 2021 - Apr 2023

Senior Creative Designer

- Built campaign visual systems and social-first content for regional brands, combining concept development, design craft and day-to-day creative delivery.

eDesign | Jeddah — Oct 2020 - Jun 2021

Senior Creative Designer

- Created digital campaigns and brand content for the Saudi market, collaborating across creative and account teams to turn briefs into clear visual ideas.

EARLIER EXPERIENCE

V Digital Agency / Mahdys | Cairo **Dec 2019 - Oct 2020**

Graphic Designer

- Produced campaign visuals and social content across multiple accounts, with a focus on compositing, retouching and adaptable digital design systems.

Ice Blooms | Cairo **Mar 2017 - Jul 2018**

Graphic Designer

ARQQA | Cairo **Jun 2016 - Oct 2016**

Graphic Designer

Cyan Creative and Digital Boutique | Cairo **May 2015 - Jun 2016**

Graphic Art Designer

SELECTED RECOGNITION

- Dubai Lynx 2026 - Grand Prix in Digital Craft and 2 Golds for flynas Seat with a View
- The One Show 2026 - 3 Merits for flynas Seat with a View
- Clio Awards 2026 - Silver and Shortlist
- Cannes Lions 2026 - Shortlist
- London International Awards 2026 - 2 trophies
- The One Show 2026 Creative Rankings - #1 Art Director in Saudi Arabia and Top 10 in Middle East and Africa

EDUCATION LANGUAGES AND TOOLS

Education Ain Shams University, Faculty of Engineering

Languages Arabic and English

Tools Adobe Photoshop, Illustrator, Premiere Pro, After Effects, presentation design and AI-assisted creative workflows