

Mohammad Alkawas

Creative Director | Art Director | Brand & Visual Communication

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Professional Summary:

Award-winning Creative Director with 11+ years of agency and in-house experience leading brand, advertising, and integrated marketing across the GCC. Twice promoted on merit — from Creative Designer to Art Director at TBWA RAAD, and from Senior Art Director to Creative Director at ADIB. Recognized at Cannes Lions, Clio Awards, The Loeries, and Dubai Lynx for work spanning TVC, OOH, digital, social, and experiential. Strong record of leading multidisciplinary creative teams, partnering with senior stakeholders, and translating business goals into creative work that earns commercial results and industry recognition.

CORE COMPETENCIES

Creative Direction | Brand Strategy | Integrated Campaign Development | Art Direction | Visual Communication | Advertising (TVC, Print, OOH, Digital, Social) | Experiential Marketing | Team Leadership & Mentorship | Client Pitches & New Business | Stakeholder Management | Concept Development | Brand Identity Systems | Adobe Creative Suite | Figma | AI-Assisted Creative Workflows | Bilingual Arabic / English Creative

PROFESSIONAL EXPERIENCE:

Abu Dhabi Islamic Bank (ADIB) | Abu Dhabi, UAE
Creative Director

2021 - Present
2023 - Present

- Contributed to ADIB's brand growth journey during a period in which brand **value rose from \$457M (2022) to \$1.117B (2025) — a 144% increase** — with ADIB entering the **Kantar BrandZ Top 10 Most Valuable Emirati Brands at #10 in 2025**. Led in-house creative across brand, campaign, and customer communications throughout this period.
- Lead the in-house creative team across brand, campaign, product, and digital communications, setting creative standards and ensuring consistency across all customer-facing touchpoints.
- Own the end-to-end creative process — from brief and concept through production and delivery — for TVCs, OOH, social, retail, and integrated campaigns.
- Partner with senior marketing, product, and compliance stakeholders to align creative output with business objectives in a regulated banking environment.
- Drive new-business pitches and present creative solutions to executive leadership, contributing to strategic decision-making across marketing and brand.
- Mentor art directors, designers, and copywriters; build career development paths and elevate team craft and conceptual thinking.
- Manage timelines, scopes, and budgets across concurrent campaigns, ensuring on-time delivery without compromising creative quality.

Senior Art Director

2021 - 2023

- Led art direction across multi-channel brand campaigns, working closely with copywriters, producers, and external agencies to deliver integrated work.
- Developed visual systems and campaign concepts that strengthened ADIB's brand positioning and customer engagement.
- Promoted to Creative Director in 2023 in recognition of creative leadership, team development, and consistent campaign performance.

TBWA\RAAD | Dubai, UAE
Art Director

2014 - 2021
2018 - 2021

- Directed creative across TVC, print, OOH, digital, social, and experiential for clients including Nissan, Infiniti, du, KFC, beIN Sports, Louvre Abu Dhabi, and UAE Government.
- Led creative for award-winning campaigns recognized at Cannes Lions, Clio Awards, The Loeries, and Dubai Lynx (full list below).
- Managed multiple large-scale brand and campaign projects in parallel, from concept through final production, working with directors, photographers, and post houses.
- Consulted directly with clients to develop visual communication strategies aligned with brand vision and commercial objectives.
- Merged traditional advertising craft with digital and experiential thinking to extend campaign reach and engagement.

Creative Designer

2014 - 2018

- Delivered design and concept work across global and regional accounts under senior creative leadership.
- Promoted to Art Director in 2018 based on creative output, conceptual contribution, and client-facing performance.

Awards & Achievements:

- **SHIFT+K+F+C – KFC.** Gold Lynx, Dubai Lynx Awards 2021 | Bronze Lion, Cannes Lions 2021
- **Highway Gallery – Louvre Abu Dhabi.** Grand Prix, Dubai Lynx Awards 2018 | Bronze Lion, Cannes Lions 2020
- **First Arabic Countdown.** Silver Lynx, Dubai Lynx Awards 2020 | Gold, The Loeries 2021 | Gold, Clio Awards 2020
- **Emirates Mars Mission.** Silver Lynx, Dubai Lynx Awards 2021

Education:

- **Master of Science, Visual Communication Management** **2022 – 2025**
Arden University, United Kingdom
- **Diploma in Graphic Design** **2018 – 2019**
Shaw Academy, Ireland
- **Bachelor of Information Technology** **2006 – 2011**
Syrian Virtual University, Syria

LANGUAGES:

- Arabic (Native)
- English (Fluent – Professional Working Proficiency)