



## MOHAMAD ALI KAYSS Senior Art Director

• lb: +961 3 75 62 79 • Ca: +1 514 679 5783  
sayhello@mhdokayss.com • www.linkedin.com/in/mhdokayss

## BIOGRAPHY & OBJECTIVE

Having spent more than 15 years in the creative field, I have been lucky to collaborate with many different companies from small design studios and startups to major international brands. As an Art Director for an in-house agency, I have overseen many projects demanding original ideas, strategic analysis, and creative thinking. I have mastered several design programs to always give great outcomes for customers.

During my time working as a Senior Art Director, I have headed rebranding projects as well as extensive corporate identity projects, leading comprehensive marketing campaigns across TV, print, digital, and social media channels. To create emotional, innovative work that fits with, and accomplishes corporate objectives, I personally combine strong client relations with creative output.

Among the amazing customers and brands I have worked with are: FlyingCam, ANSES (Abu Dhabi), Zaatar w Zeit (Kuwait), Cocktails & Crepe (Beirut), Al Bonian Group (Beirut), Domain Gaspar Winery (Beirut), Sarah Cosmetics (UAE), Pegasus Pet Center (Beirut), Vii Real Estate (UAE), Jean Fares Couture (Beirut), International DJ and Producer Roy Malakian, BaytalGhaf (UAE), Daddy's Bite (UAE), and others.

A well-known retail, marketing, or media management business is where I want to apply my knowledge and expertise full-time to help positively impact the success of the company.

## WORK EXPERIENCE

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### Senior Art Director, Hamra Shopping Trading (HST co.) Jan 2014 - Present

Responsible for the overall visual aspects of advertising or media campaign, studio/outdoor shooting, windows display concept, production, ATL, TTL and BTL Campaigns.

- Collaborate closely with other graphic designers and work in coordination with departments such as Marketing, Brand Management, IT, Visual Merchandising, E-commerce, CRM, and others.
- Share technical tips and strategies with team members to enhance efficiency and streamline their workflow.
- Present ideas to owners by combining creative expertise with a strong understanding of commercial objectives.
- Effectively manage design projects by planning, delegating tasks, and ensuring consistent follow-up, enabling the timely delivery of visuals within established deadlines.
- Accelerate project delivery by organizing detailed timelines, promptly coordinating with the marketing team, and leveraging technical expertise.
- Oversee the ideation, development, design, and execution of creative assets for all retail, store, and chain point-of-sale needs.
- Handle seasonal photoshoots for online and offline communication.
- Rebuild the corporate Identity, brand identity booklets and annual report.

## WORK EXPERIENCE

Creative Director, iClik  
Jan 2022 - Sep 2024

Working with a digital marketing firm as a co-founder and Creative Director could be done committed for two years to creating a thorough business strategy and running effective initiatives in Dubai and Beirut. I was in charge of campaign plan, customer acquisition, and team management. Though our initiatives were quite successful, unanticipated difficulties eventually resulted in the choice to put the company on hold. This incident polished my skills in strategic problem-solving, project management, and entrepreneurship.

Senior Graphic Designer, PAC - Beirut International Airport.  
June 2011 - Dec 2013

Directed and managed creative and technical initiatives in advertising, branding, and promotional campaigns for renowned multinational brands, including La Prairie, Estée Lauder, Dior, Kenzo, Armani, and others, across categories such as fragrances, confectionery, alcohol, and electronics.

- Collaborated with the Merchandising team to enhance brand affinity, awareness, and drive sales for major brands.
- Innovated and adapted promotional strategies while coordinating with suppliers to ensure seamless project execution.
- Led end-to-end design and production of marketing materials, including brochures, flyers, promotional stands, and exhibition displays.

Senior Graphic Designer, Charisma Tv production.  
March 2009- May 2011:

- Worked on a 2D animation series projects
- Built the in-house creative department from the ground-up
- Managed social creative TV series (Halawood)
- Led a multi-disciplined content team such as Animators, Editors and Graphic Designers
- Coordinated with Producers to make ideas alive



## CORE COMPETENCIES

Coordination, creativity, vision, project management, graphic design skills, handy work, art direction, design, advertising, typography, illustration, photography, presentations, packaging, branding, problem solving, work prioritization, planning, scheduling.

## TECHNICAL SKILLS

Art Direction • Design • Branding  
• Photography • Videography • Video Editing  
• Adobe professionals : Photoshop - Illustrator  
- Indesign, After effects - Premiere - Acrobat - Dimension  
• Excellent understanding of Macintosh OS.

## EDUCATION

Bachelor of Arts in Graphic Design 2007  
American University of Culture & Education,  
Lebanon Video/sound editing, 2D animation,  
Photography.

## LANGUAGES

Arabic \_\_\_\_\_  
English \_\_\_\_\_  
French \_\_\_\_\_