

Profile

With over 20 years of experience in Creative Direction, I have had the privilege of collaborating with renowned brands across diverse industries, including Aviation, FMCG, Healthcare, F&B, Automotive, and Real Estate.

I've been fortunate to earn a number of prestigious awards to the passion and creativity I bring to my work. I excel in crafting concept-driven, creative experiences and developing innovative solutions that seamlessly adapt to various media platforms. My passion lies in ensuring every campaign is not only impactful but also deeply engaging, leaving a lasting impression.

Apart from advertising, my creative interests extend to photography, music, filmmaking, and engaging in immersive role-playing games such as Call of Duty and World of Warcraft. Lastly, as you can see love StarWars.

Experience

2025

June 2025 - June 2026 / **Dubai World Trade Centre - Semi Government**
Creative Director - Acting Head of Brand Management

I joined Dubai World Trade Centre's DXB LIVE Brand Management as Creative Director and was later entrusted with the additional responsibility of Acting Head of Brand Management, working closely with Khalid Al Hammadi to strengthen and evolve the creative offering within DWTC.

I collaborate with the creative business team to build integrated 360° campaigns across government, corporate, and existing event and exhibition portfolios, as well as standalone brand projects. I lead key client relationships, including Starbucks, and remain hands-on from strategic thinking and concept development through to final production.

The focus is simple: create work that grows the department, deepen client trust, and elevate the standard of thinking. Together with the team, we have delivered campaigns that strengthened partnerships, supported revenue growth, and positioned Brand Management as a credible creative force within DWTC.

Some Articles & Awards



Major Brands



Contact

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2021

December 2021 - May 2025 / **Leo Burnett Dubai / Senior Art Director**

2018

August 2018 - November 2021 / **FP7/McCANN Dubai / Senior Art Director**

2016

September 2016 - July 2018 / **Impact BBDO Dubai / Senior Art Director**

2012

Feb 2012 - July 2016 / **Euro RSCG - Havas Worldwide Dubai / Art Director**

Syed Shuja

References

Kalpesh Patankar - Group Chief Creative Officer
 VML India & Ex-Leo Burnett Dubai
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Vicky Kriplani - Business Lead Director
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