



# Gazwan Alharash

- Art Director -

Art Director with substantial experience in ad agencies, design firms and in-house marketing departments. Demonstrated expertise in brand awareness strategies, creating original solutions to visual marketing and branding, and ability to manage others and maintain individual tasks on time and on budget.

## Professional Experience (more than 20 years)

### • Senior Graphic Designer / Team Leader @CleverShuttle

Berlin - Germany,

Dec 2018 - Dec 2020

A daughter company of Deutsche Bahn. CleverShuttle is one of the leading mobility & eco-friendly ride pooling company in Germany.

#### Key Achievements:

- Created the visual corporate identity & developed the design guidelines.
- Overhauled & rebuild the main visuals elements & the lead designs.
- Supported young designers to develop their design mindset & to understand the concepts & vision behind the work.
- Established a new & improved workflow & process system for the in-house design team.

#### Key Tasks:

- Providing hands-on creative designs, layout, & innovative ideas for the various marketing channels.
- Managing & following up the work process & check the tasks with the other designers, then reporting to the MD.
- Supporting the UX designers by designing our App UI & its elements such as the cliparts, icons, GIF animated clips...etc.
- Supporting the business development department with their required visuals that might be needed for some materials such as (presentations, B2B, B2C, & B2G materials) offline & online.
- Engaging, supporting & closely working with other marketing sections such as PR, CRM, Social Media, marketing growth, & marketing performance. So that their final goals are in accordance with our artwork designs.

### • Freelance Designer @Betzold

Ellwangen - Germany,

Dec 2016 - March 2018

### • Art Director @TwoFour54 (Abu Dhabi media authority)

Abu Dhabi & Dubai - UAE

Feb 2013 - Dec 2015

twofour54 Abu Dhabi is a media zone that offers solutions for doing business in the sector of media, advertising, PR, Filming, game industry ..etc. It was a very great opportunity & rich experience, to deal with projects from a variety of international companies, brands,

## Personal Info.

**Date of Birth:** 13.09.1977

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## Key Skills:

- Coaching, leading & management of younger designer.
- Strategic development of advertising & marketing needs into design projects.
- Effective & efficient time & project management.
- Collaborating successfully with senior management, marketing director & product managers.
- Meet deadlines and delivering the projects even with short notice.
- Extensive hands-on experience in printing and digital design.
- Deep knowledge of printing, production, marketing & media.
- Experience in animation & video editing.
- Fundamentals knowledge of Digital marketing, SEO, SEM, & social media campaigns.

and products, & to handle their tasks in very specific conditions & criterias. Mainly my missions were to:

- Translated ideas from international & local clients into visual artwork appropriate for the Arab market.
- Came-up with creative ideas & concepts from scratch, incase of the local clients.

#### • **Art Director @Dali Agency**

Damascus - Syria,

Oct 2008 - Jan 2013

- Planning, developing & executing innovative, effective & creative communication ideas that meet the objectives of short & long-term marketing clients strategy.
- Provided solutions to increase brand awareness, value, accessibility & emotional connection.
- Dealt directly with the clients, in order to understand what they are thinking about, & then reflecting their visions into our artwork in the appropriate manners & methods.

#### • **Studio Manager & Art Director @Star Animation**

Damascus - Syria,

Mar 2006 - Sep 2008

Star Animation is a Kids TV film & series producer, has more than 13 studios & about 350 employees. What I have to do was to translated specific on-air series to come up with merchandise such as (games..) to complement the published DVD.

#### • **Art Director @ MUSE AD & PR Agency**

Damascus - Syria,

Oct 2003 - Nov 2005

- Created concepts, ideas & visual ID and designing variety of art works & graphic material.
- Followed up the production section to make sure that all my department projects are done professionally.

#### • **Senior Graphic Designer (Print & Digital) @ Transtek**

Damascus - Syria,

Feb 2002 - Sep 2003

#### • **Web Visual Digital Designer @ BJ Web**

Saudi Arabia - Jeddah,

Sep 2000 - Nov 2001

#### • **Web Visual Digital Designer @ Cyber Web**

Damascus - Syria,

Oct 1999 - Sep 2000

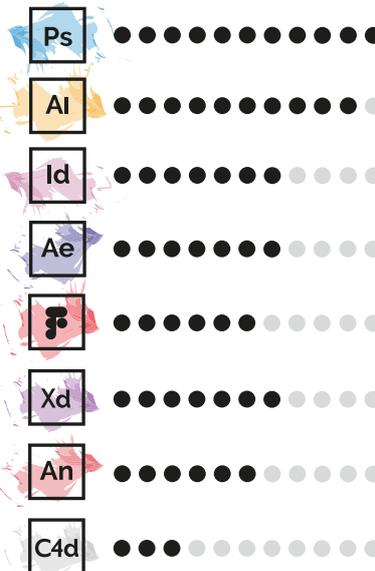
#### • **Student Graphic Designer @ JAMP Advertising**

Damascus - Syria,

Apr 1997 - Sep 1999

### Design Software Skills:

- Adobe Suite, Figma and Cinema 4D



### Project M. Software Skills:

- Trello
- Slack
- Monday
- Clockify
- Ms Office Word

### Education

- Faculty of Fine Arts - Damascus Uni. Visual Communications, 1996 - 2000

### Training & Certifications

- Fundamentals of digital marketing by Google / 2020.
- Strategic Brand Management by Curtin University / 2018.

### Languages

- German: B2
- English: Fluent
- Arabic: Native

### Hobbies

