ALAA ABOUSADAH

ASSOCIATE CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Award-winning Associate Creative Director with 20 years of agency and in-house experience, including 10 years at ACD level. Leads creative direction across brand identity, integrated campaigns, digital, and packaging, guiding art directors, designers, and copywriters from concept through production. Experienced in presenting and defending creative recommendations, directing external production partners, and maintaining brand consistency. Uses AI-assisted ideation to accelerate visual exploration while preserving human-centred craft.

EXPERIENCE

Associate Creative Director — 2023 – September 2026

Abacus Brands

- Own and enforce visual identity and brand consistency across entire toy portfolio — from packaging to key visuals — for global licensed brands including Disney, National Geographic, Paw Patrol, and Barbie.
- Spearhead end-to-end concept development from initial ideation to production-ready execution, delivering cohesive creative that meets brand and commercial objectives.
- Engineered AI-accelerated concept development and visual exploration workflow to rapidly generate and refine ideas while preserving human-centred creative direction.

Associate Creative Director — 2021 – 2022

Niradia Group of Companies

- Led creative direction for the group's real estate portfolio, overseeing print and digital marketing materials.
- Directed property campaigns, branding, and promotional collateral, ensuring visual consistency across platforms.

Chief Branding & Art Officer — 2020 – 2021

Vancouver Panda Pod Hotel

- Directed all brand campaigns, visual communication, social media direction, and collateral for the hotel — delivering a unified brand experience across every touchpoint.

Senior Art Director / Group Head — 2017 – 2019

MADCOM

- Drove creative team through high-stakes pitches and day-to-day delivery; presented and defended recommendations directly to clients to secure new business wins.
- Orchestrated team execution and crafted persuasive presentations that translated brand objectives into compelling, integrated campaign work.

Senior Art Director / Group Head — 2014 – 2017

MullenLowe

- Led a creative team of art directors, graphic designers and copywriters across key accounts, reporting to the CD and ECD.
- Executive-directed TV commercial production for Pizza Hut and key accounts, coordinating directors, producers, and external production partners from pre-production through final delivery.

Senior Art Director — 2011 – 2014

Leo Burnett

- Spearheaded TV commercial production for GMC, Chevrolet, and Cadillac — orchestrating directors, producers, editors, and colourists through to final cut.
- Supported the Creative Director on key accounts including GM, and mentored mid- to junior-level art directors and designers.
- Winner, Leo Burnett Star — Reacher Recognition, 2012.

SAD / Group Head — 2008 – 2011

BE International

- Fast-tracked to Creative Director level within one year; led team of art directors, designers, and copywriters and drove new business acquisition.

Art Director 2006 – 2008

ICLP

- Loyalty and premium-brand campaigns, including Skywards and DHL Altitude — GMR Awards, 2007 & 2008.

Senior Graphic Designer 2005 – 2006

Lowe

- Gold Winner, Dubai Lynx Awards, AXE Integrated.

EDUCATION

Bachelor of Fine Arts in Visual Communications | 1998

SKILLS

Creative & Art Direction | Brand Identity & Integrated Campaigns | Digital, Packaging & Visual Storytelling · brand identity · integrated campaigns · digital and packaging · Concept Development & Execution · brief through final · production-ready delivery · Team Leadership & Mentorship · directing art directors · designers and copywriters · Client & Stakeholder Presentation · pitching and defending creative recommendations · Typography · Composition & Visual Storytelling · AI- Assisted Ideation & Concepting · Nano Banana · Runway · Flux · Luma · Kling · Adobe Illustrator · Photoshop · InDesign · After Effects · Keynote · iMovie · visual identity · brand consistency · toy portfolio · packaging · key visuals · licensed brands · Disney · National Geographic · Paw Patrol · Barbie · concept development · visual exploration · AI tools · campaigns · visual communication · social media direction · brand collateral · pitches · day-to-day delivery · new business · client presentation · brand objectives · campaign work · key accounts · TV commercial production · directors · producers · external production partners · final delivery · editors · colourists · final cut · Creative Director · GM · mentored mid- to junior-level art directors and designers · Leo Burnett Star · Reacher Recognition · CD level · loyalty and premium-brand campaigns · Skywards · DHL Altitude · GMR Awards · Gold Winner · Dubai Lynx Awards · AXE Integrated