

# NADIA MARLENE KARIM

CREATIVE STRATEGIST  
SENIOR ART DIRECTOR

# THIS IS MY JOURNEY

WWW.HENKADESIGN.COM

1985 BORN

2003 BACCALAU REATE SC  
OPTION FINE ART

2007 BSc  
PHYSIO  
FREELANCE GRAPHIC DESIGNER  
& ILLUSTRATOR

2012 FREELANCE GRAPHIC DESIGNER  
ART DIRECTOR  
ILLUSTRATOR

2014 LOWE MENA  
TBWA\RAAD  
GRAPHIC DESIGNER

2014 MY-SIGN DIGITAL STARTUP  
DIGITAL ART DIRECTOR  
PROJECT MANAGER

2015 PUBLICIS  
MIDDLE EAST  
ART DIRECTOR

2018 HAVAS  
MIDDLE EAST  
SENIOR ART DIRECTOR

## WORK EXPERIENCE

### APRIL 2018 - TILL DATE

Full Time, Dubai, UAE

#### Senior Art Director - Havas Middle East

Accounts: Veet / Durex / Peugeot / Sunwhite /  
First Abu Dhabi Bank (FAB) / Coty

### JULY 2015 - APRIL 2018

Full Time, Dubai, UAE

#### Art Director - Publicis Middle East

Accounts: Maggi / Nescafé / Coffemate / Nido / Alpha Romeo

### AUGUST 2014 - JULY 2015

Full Time, Dubai, UAE

#### Digital Art Director / Project Manager

Company : My-Sign (Digital Startup)

- Activation Campaign/social media
- UI/UX design
- Key visuals & concepts
- Product Design and conception
- Web marketing tools / Web marketing strategy
- A/B Testing and Analytics

### JANUARY 2012 - AUGUST 2014

Freelance, Dubai, UAE

#### Graphic Designer

TBWA \ RAAD

Accounts: Nissan, Muscat Opera House, TwoFour54,  
Dhamani, Omniyat

#### Graphic Designer

MULLEN & LOWE MENA

Accounts : DMCC, Bloomingdale's - Dubai, Red Bull,  
Averda, City Centre

#### Freelance Art Director/Graphic Designer & Illustrator

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## SUMMARY

- Profile : Female, 33 , Single
- Nationality : French
- Current Location: UAE, Dubai
- Current position: Senior Art Director -  
Havas Worldwide - Middle East

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📖 www.henkadesign.com

AWARDS  
🏆 GOLD - FMCG  
EFFIE MENA  
Campaign: «Why Say No?»  
Nescafé Arabiana  
NOV 2016

🏆 GOLD -  
BRANDED CONTENT  
DUBAI LYNX  
Campaign: #WomenOfChange  
Maggi- Maggi Diaries  
MAR 2017

## LANGUAGES

FRENCH Native  
ENGLISH Fluent  
GERMAN Basic

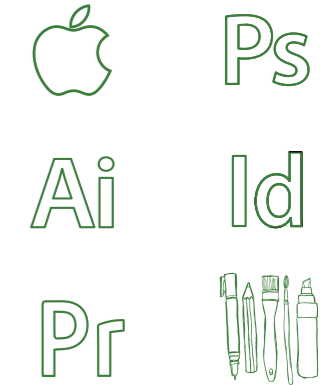
## EDUCATION

Jul 2007 - St Michel Private School (France)  
Physiotherapy, Bachelor(BSc/BA)  
Jun 2003 - Notre-Dame du Chateau I (France)  
Baccalaureat Science - Fine art Option

## + ART EXHIBITIONS

2012 - CARTOON ART GALLERY  
Solo exhibition  
Dubai, UAE  
2013 - FN DESIGNS GALLERY  
'WILD THINGS'  
Collective exhibition  
Dubai, UAE

SKILLS



HTML / CSS Advanced

## INTERNAL TRAINING

Google All-Stars Academy (May 2017)  
Facebook workshop ( May 2017)  
Instagram workshop (March 2017)

## OTHER

Other skills : Physiology/Psychology/  
Drawing / Illustration  
Interests : Travelling / Strategy / Script writing /  
Videography / Direction / Copywriting / Typography /  
Art / Music / Photography / Fashion



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