

NADIA MARLENE KARIM
SENIOR ART DIRECTOR

THIS IS MY JOURNEY

WWW.NADIAMARLENEKARIM.COM

1985
BACCALAU BORN REATE Sc OPTION FINE ART

2003
BSc PHYSIO

2007
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

henka.

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

HENKADESIGN.COM

SUMMARY

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

✉ nadia@henkadesign.com

☎ +971-551-125881

📖 www.nadiamarlenekarim.com

AWARDS

GOLD - HEALTHCARE EFFIE MENA 2018
Campaign: Durex Celebrations Durex

BRONZE - FMCG EFFIE MENA 2017
Campaign: You can't fake Italian Nescafé Cappuccino Italiano

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

SILVER - HEALTHCARE DUBAI LYNX 2017
Campaign: Durex Celebrations Durex

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

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

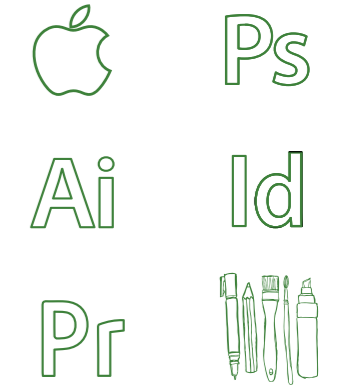
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+ ART EXHIBITIONS

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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