



Khan Mohammed Farooq

Senior Art Director

Kuwait

+965 97387183

khan.mfarooq@gmail.com

Worked as an accomplished Creative Designer for leading advertising agencies and FMCG Company in Kuwait. Competent in pitching for new business and managing the daily flow of work in both English and Arabic language ensuring that the deliverables are completed on time.

Firmly believe that,

“Turning an idea into **the winning idea**
that should earn advertiser a profit
is my way of looking at advertising!”

Achievements

My journey in creative advertising has aided in achieving many successful key responsibilities through:

- **Graphic & Digital Designing** - Delivered flawless print, video and digital designs across multiple design platforms
- **Brand Development** - Increased brand awareness with offline and online design strategy within the parameter of brand identity
- **Photography** - Elevated the quality of the photo and video by art directing photo shoots
- **Conceptual Thinking** - Developed actionable concepts and ideas to achieve sales target
- **Print Management** - Strives to identify flawless and cost saving opportunities
- **Team Management** - Managed all aspects of art projects by guiding and assisting the team by traffic coordination
- **Awards & Recognition** - Earned IAA, Kuwait Arab Advertising & KREA awards for three consecutive years from 2005-2007. Has also contributed to win and getting short-listed at Dubai Lynx from the year 2010-2013 while representing as Senior Art Director and Creative Director respectively

Technical Proficiency

- Professional in handling **Adobe Creative Suite**
- Intermediate level at **creating videos and motion graphics**
- Good at dynamic eMail through **Mail Chimp & Air Mail App**
- Foundation skills in **3D & Multi Media** do ability
- Excellent in **Keynote & Power Point** presentation
- Knowledge of core skills requirements for **UI designs**



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Creative Timeline

JULY 2019 - Till Date
Promix Advertising &
Marketing
Kuwait

Senior Art Director

Crafted design theme focused on digital and print projects for **MIDAS Furniture, ASHLEY Furniture, Central Bank of Kuwait** and **Chimney's Roll House**. Took crucial part in pitching and winning **Sara Cake** and **Aquagulf for Alwazzan** during the pandemic of 2020, designed and managed their social media posts.

MARCH 2013 - MAY 2019
ONCOST
IFA Food Company
Kuwait

Design Manager

Efficiently led and administered brand design projects in support of ongoing marketing and merchandising programs at that time. Was the part of successful ONCOST's team to develop ONCOST from a single wholesale store to 22 stores in Kuwait.

JUNE 1998 - FEBRUARY 2013
P&A
Performance & Action
Kuwait

Associate Creative Director

By winning awards there was a growth in my creativity and exceptional flourishment of skills took place. Played an important role in creating winning pitches. Created design theme and graphics focused on B2B print marketing campaigns for **Bank Barwa (Qatar), Kuwait Finance House, Kuwait Market Complex, Al Wazzan, Mowasat Hospital, GHC (Qatar), Honda, Scientific Center, Investment Companies (Imtiaz, GIH, IIG, Aaryan) Mr Baker** and few Real Estate Projects.

DECEMBER 1994 - MAY 1998
Tomorrow Communication
Kuwait

Senior Graphic Designer

First international platform after graduation. Developed original artworks for marketing initiatives as a manual designer.

Body Of Works

Delivered excellent quality creative through ATL, BTL and Digital including Cinema and TVC Advertisement for the following projects:

- Financial Banking & Real Estate Investments
- Medical & Health
- Social, Charities & Funds
- Food, Leisure & Entertainment
- Electronics, Furniture & Automobile
- Wholesale – Food Division (FMCG)



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Qualification

Degree in Bachelor of Applied Arts
with Photography as specialization from
Sir J.J Institute of Applied Arts, Mumbai (Bombay), India

Personal Traits

Possess strong leadership quality, charming personality, excellent communication skills, ability to adjust fast, dynamic and innovative in any undertaking with strong visualization power and imagination.

Quality to understand the client's requirements and interpreting them into winning projects.

Hobby

Working on improving current skills, learning new applications for personal development as rapid changes occur in the field of technology each day.

Love to travel, if time permits. Have visited places like Turkey, Dubai, Bahrain, Saudi Arabia including many cities in my home land India.

Enjoys going on long drives. As it helps to clear my mind and sparks my creativity.

Personal Details

Nationality: Indian
Marital Status: Married
Language: English, Arabic, Urdu, Hindi & Marathi
Residency: Transferable Work Permit, Kuwait
Driving License: Valid Kuwait and Indian License
LinkedIn: <https://www.linkedin.com/in/khan-m-farooq-473a101>
Portfolio Link: <http://www.behance.net/khanfarooq>

References

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Talal Algharaballi, Business Development and Marketing, ONCOST
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