

Dalas Kahila

Creative \ Art Director

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● ABOUT ME

Creative Director with over 14 years of experience in visual communication and brand management. Proven ability to lead multidisciplinary teams in delivering high-impact creative solutions for global brands across entertainment, events, advertising, and digital media. Adept at crafting compelling visual identities, managing large-scale events, and driving brand success through innovative design and strategic leadership. Strong collaborator with experience working with celebrity figures and cultural influencers.

● WORK EXPERIENCE

01/08/2023 – 01/09/2024 Dubai, United Arab Emirates
CREATIVE DIRECTOR MELT MIDDLE EAST & OWS CAPITAL

- Directed cross-platform creative projects, enhancing brand visibility by 20% through innovative visual storytelling across film, social media, and live events.
- Conceptualized and implemented celebrity-driven campaigns, increasing engagement by 15% through strategic content creation and endorsements from high-profile figures such as Steve Harvey,Ryan Reynolds.
- Collaborated with Western and MENA celebrities to produce culturally resonant media content, bridging markets and strengthening brand identity
- Led the execution of major events, including the **MELT Middle East Golf Classic** and **Open Fire Food Festival**, attracting thousands of participants and solidifying the brand's presence in the region.

Business or Sector Arts, entertainment and recreation | **Department** Creative | **Website** <https://melt-mideast.com/>

Link <https://www.instagram.com/melt.mideast/>

01/05/2023 – 31/08/2023 Dubai, United Arab Emirates
CREATIVE DIRECTOR SALINA GROUP

- Developed a comprehensive visual identity for a UAE-based conglomerate, driving a 25% increase in brand cohesion across industries such as construction, chemicals, and real estate.
- Produced corporate catalogs, brochures, and video content aligned with business objectives, contributing to a 10% rise in brand awareness.
- Spearheaded the creation of brand books for subsidiaries, ensuring consistency across all visual assets and increasing client engagement by 12%.

Business or Sector Construction | **Department** Creative | **Website** <https://www.salinagroup.com/>

Link <https://www.instagram.com/salinagroup/>

01/01/2021 – 01/09/2024 Riyadh, Saudi Arabia
ART DIRECTOR CHIPSTER

- Revitalized Chipster’s brand identity, leading to a 25% increase in product recognition through redesigned packaging and enhanced marketing materials.
- Launched a new website aligned with current market trends, resulting in a 30% improvement in user experience and engagement.
- Designed and executed integrated social media campaigns, driving audience engagement and boosting brand visibility by 20%.

Business or Sector Manufacturing | **Department** Creative | **Website** <https://pcf.sa/>

Link <https://www.instagram.com/chipsterarabia/>

05/2021 – 01/09/2024 Riyadh, Saudi Arabia
ART DIRECTOR AL SUDAYRI GROUP

- Delivered a comprehensive visual identity package for Al Sudayri Group, including social media design, advertising campaigns, and brand strategy.
- Managed full project lifecycles, from concept to delivery, ensuring alignment with market research and design trends.

Business or Sector Accommodation and food service activities | **Website** <https://www.alsudayri.com/>

Link <https://www.instagram.com/alsudayrifruit/>

02/2019 – 05/2022 Baghdad, Iraq
ART DIRECTOR TALABATEY

- Led a creative team to execute advertising campaigns, producing promotional videos, brochures, and other marketing assets.
- Drove brand growth through visually engaging campaigns targeting the Iraqi market.

Business or Sector Accommodation and food service activities | **Website** <https://www.talabatey.com/>

Link https://www.facebook.com/TalabateyIQ/?locale=ar_AR

01/2019 – 02/2019 Damascus, Syria
FREELANCE ART DIRECTOR UNIPHARMA

- Directed the branding campaign for the pharmaceutical product "Unadol", overseeing the production of print and outdoor advertising materials.

Business or Sector Human health and social work activities | **Website** <https://www.unipharma-sy.com/>

Link https://www.instagram.com/unipharma_sy/

01/01/2015 – 01/02/2021 London, United Kingdom
ART DIRECTOR BRITISH TOBACCO COMPANY

- Led the creative direction for the '1970Brand', establishing a captivating visual identity
- Developed and implemented a comprehensive branding guideline structure, ensuring seamless consistency across all visual elements
- Played a pivotal role in the Damascus exhibition, earning recognition as the best pavilion through significant contributions
- Devised a branding guideline structure, ensuring consistency across all visual elements

Business or Sector Other service activities | **Department** Creative

Link <https://www.facebook.com/1970.uk>

01/2015 – 01/2018 Damascus, Syria
ART DIRECTOR BRITISH AMERICAN TOBACCO

- Successfully conceptualized and executed advertising posters, print materials, and social media content to augment brand visibility.
- Consistently ensured the production of visually captivating advertising posters, print materials, and social media content, contributing to an enhanced brand presence.

Website <https://www.bat.com/>

01/2013 – 11/2015 Damascus, Syria
SENIOR GRAPHIC DESIGNER SAMSUNG ELECTRONICS

- Demonstrated expertise as a Senior Graphic Designer specializing in creating captivating designs for social media platforms and large-scale billboards.
- Spearheaded the promotional campaign for the Samsung Galaxy S7 Edge, making significant contributions to its success and market impact.

02/2011 – 12/2013 Damascus , Syria

GRAPHIC DESIGNER ÜLKER

- Led graphic design projects, encompassing the ideation and production of visual elements for both digital and print platforms.

01/2010 – 12/2011 Damascus , Syria

COMMERCIAL GRAPHIC DESIGNER CHAM BANK

- Led a complete visual identity overhaul, including the redesign of the bank's logo.

Business or Sector Financial and insurance activities | **Website** <https://chambank.com/ar/>

Link <https://www.instagram.com/chamislamicbank/>

● EDUCATION AND TRAINING

2020 – 2022 Damascus , Syria

CINEMATIC SCIENCE & ARTS DIPLOMA Higher Institute of Cinematic Arts

2010 – 2014 Damascus , Syria

BACHELOR IN BUSINESS ADMINISTRATION Damascus University

● LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s): **ENGLISH**

● DIGITAL SKILLS

Creative & Design Tools

Adobe Illustrator (Expert) | Adobe Photoshop (Expert) | Adobe Premiere (Expert) | Adobe After Effects | Adobe Lightroom | Adobe Audition | Figma | Graphic Design

Visual & Media Production

Videography | Cinematography | Photography | Film Direction | Digital cinema camera operating | Video Editing | Storyboard | Digital Marketing

Marketing & Branding

Social Media | Brand strategy & Brand identity | Digital Marketing and Social Media Management

Leadership & Project Management

Team Leadership and Mentoring | Creative Campaign Development | Budgeting, Timeline Management, and Client Relations | Microsoft Office

● DRIVING LICENCE

Driving Licence: B

● CREATIVE WORKS

Portfolio 2024

- Multidisciplinary designer & photo\videographer creating brand identities, digital experiences, and thoughtful imagery.
- Worked with global powerhouses and International Brands like British American Tobacco, Samsung, Toyota, Steve Harvey Global and more...

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