

Hiba Merghani Hassan

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Current Address
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ADIA, Abu-Dhabi
C/O Mohamed Merghani Hassan
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PROFILE

An award-winning, talented and motivated Sr. Art Director, who enjoys being part of a successful productive team. I am quick to grasp new ideas and concepts, and to develop innovative and creative solutions to problems. I am able to work well on my own initiative and can demonstrate high levels of motivation required to meet the tightest deadlines. Even under significant pressure, I possess a strong ability to perform effectively.

EDUCATION

American University of Sharjah, (AUS) School of Architecture and Design Major: B.S in Multimedia Design Minor: Design Management	2004 - 2008
Palestine Secondary School, Abu-Dhabi High School Diploma	2003

WORK EXPERIENCE

Have a solid experience in advertising and graphic design, including ATL and BTL, logo design, Illustration, typography and basic photography.
Work in projects that involve story boarding, directing, video editing, film production and web design.

FREELANCE ART DIRECTOR

April 2015 - Present

AbuDhabi & Dubai

- Conceptualizing creative campaigns, across the different channels
- Handling the execution of the campaigns
- Mood films conceptualising and editing
- Branding and identity Development
- Directing Photo-shoots
- Brand book design

CLIENTS & BRANDS

The Executive Council, Dubai, GOV GAMES, Sony, Almarai, Kinder, Mobily, Quest Arabiya, City Centre, IKEA Johnson & Johnson, Al Mandoos, twofour54, Ecabiotec. Louvre Abu Dhabi, Bahrain Tourism

AGENCIES

M&C SAATCHI, MULLEN LOWE, The Online Project (TOP), TBWA\RAAD Hills Balfour

TBWA\RAAD, Dubai

Sept 2012 - March 2015

Sr. Art Director

- Directing and overseeing the filming and post production of TVCs.
- Directing photo-shoots.
- Editing and art directing animatics and short films.
- Conceptualizing and coming up with creative concepts and advertising campaigns, including print advertising, TV, outdoor and online activation.
- Handling the execution of the campaigns.
- Overseeing final artwork.
- Mentoring interns.

TBWA\RAAD, Abu-Dhabi Dubai

April 2010 - July 2013

Art Director

TBWA\RAAD, Abu-Dhabi

November 1st 2008 - April 2010

Junior Art Director

TBWA\RAAD, Abu-Dhabi

August 16th - October 31st 2008

Freelancer

TBWA\RAAD, Abu-Dhabi

July 29th - August 20th 2007

Intern: Graphic Designer

SAATCHI & SAATCHI, Dubai

June 4th - July 23rd 2007

Intern: Graphic Designer

WORK EXPERIENCE	Sudanese Cultural Club, AUS <i>President</i>	Spring 2007 - Spring 2008
	Gitex 2007, Dubai <i>Etisalat Incorporation - Supervisor</i>	2007
	Pause & Play International Film Festival, AUS <i>Member in the Visual Identity Committee</i>	2006
	School of Architecture and Design, AUS <i>Design Representative</i>	2005- 2006
	Power Hit Radio Club, AUS <i>Vice President</i>	2005 - 2006

Clients	<p>Worked on a wide range of different sectors and industries, which have developed my creative thinking and skills to meet world class standards. Including:</p> <ul style="list-style-type: none"> - Nissan - Infiniti -beIN SPORTS - Henkel - Etihad Airways - twofour54[®] Abu Dhabi - Dubai Events & Promotions Establishment (DEPE) - Catroon Network Animation Academy - Abu Dhabi Motor Management (ADMM) - Abu Dhabi Tourism Authority (ADTA). - Royal Opera House Muscat
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AWARDS	<p>EFFIE MENA AWARD 2014 : Silver (Autotomotive Category) NISSAN: That's Tiida</p> <p>MENA Cristal 2013 : Print Shortlist Cartoon Network Animation Academy: Unfinished Business</p> <p>Dubai Lynx 2013 : Bronze print Cartoon Network Animation Academy: Unfinished Business</p> <p>Young Lynx Integrated Competition 2013: 3rd Place</p> <p>Dubai Lynx 2011: Film Shortlist Etihad Airways: Long haul shorter</p> <p>New York Festivals, 2009: Bronze print International Music Institute: School of Rock</p>
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SKILLS	<ul style="list-style-type: none"> - Highly inquisitive, creative and resourceful - Goal oriented - Strong leadership qualities - Enthusiastic and committed to maintain quality and effeciency - Dependable and conscientious - accurate at detail work
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COMPUTER SKILLS	<div>Adobe PhotoShop</div> <div>Final Cut Pro</div>	<div>Adobe Illustrator</div> <div>Adobe After Effects</div>	<div>Adobe InDesign</div> <div>Microsoft Office</div>
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INTERESTS	<ul style="list-style-type: none"> - Animation and Film making - Music making (singing, playing guitar and song writing) - Sports and adventures
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REFERENCES	Will be provided upon request
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