



TONY ALHAWAWINI

ART DIRECTOR & BRANDING CONSULTANT

PROFILE

U.A.E based designer. Dynamic and innovative professional with 8+ years of hands-on experience in handling creative design projects, concept creation, graphic design, animation, & visual conceptualization. Equipped with the ability to escalate brand awareness by identifying opportunities & building beneficial relationships in the industry with a creative flair.

CONTACT

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PORTFOLIO

tonyeich.com

KNOWLEDGE & SKILLS

Knowledge

- Social Media
- Search Engine Optimization (SEO)
- Commercial Photography
- Print Media Knowledge
- Event Management
- Brand Development
- Brand Management

Skills

- Team Management
- Teamwork
- Skilled Multi-tasker
- Problem Solving
- Critical Thinking
- Public Speaking

Programs

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- ChatGPT

Languages

English, Arabic, French, & Turkish

EDUCATION

Eastern Mediterranean University - North Cyprus

- BA in Visual Arts and Visual Communications
- 3.78 CGPA with High Honor
 - Graduated as 1st ranked on my department
 - Member of The Student Council, representing the faculty
 - President of Visual Arts Club
 - Member of the university Football Team

American University in Dubai - U.A.E.

- Visual Arts and Visual Communications
- 3.67 CGPA
 - Dean's Recognition List
 - Member of the university Football Team
 - Transferred to Eastern Mediterranean University

Al Mawakeb School - U.A.E.

- High School Diploma
- Outstanding Athlete
 - Member of the varsity Football Team

HOBBIES

Football, cooking, fitness, & video games

WORK EXPERIENCE

Art Director

- Waverider, Galaxy Racer - Dubai, U.A.E. | March 2021 - Present
- Generate innovative and creative ideas for campaigns, aligning them with client briefs and objectives.
 - Utilize design and visual communication skills to create visually appealing designs for various platforms, including print, digital, social media, and television.
 - Collaborate closely with copywriters, marketing teams, and clients to develop comprehensive campaigns that integrate compelling visuals with persuasive copy.
 - Create storyboards and prototypes for campaigns, ensuring the visual narrative aligns with the campaign concept.
 - Engage in client interactions, understanding their requirements, presenting creative concepts, and incorporating feedback into the design process.
 - Collaborate with a team of creative professionals such as graphic designers, photographers, and videographers, providing guidance and direction to ensure the consistency of visual elements across all platforms and campaigns.
 - Stay updated with the latest design trends, advertising techniques, and technological advancements, incorporating innovative approaches into campaigns.
 - Manage multiple projects simultaneously, organize workflow, and meet deadlines effectively.
 - Present creative ideas convincingly, both internally and externally, to team members and clients.

Graphic Designer & Branding Specialist

- Almed Retail - Dubai, U.A.E. | April 2020 - March 2021
- In charge of branding for 4 different F&B brands, with 15 branches altogether.
 - Responsible for creating unique brand identities and guidelines.
 - Ensured continuity and consistency of the brand image across all platforms; from digital to print.
 - Designed various collateral for each brand such as packaging, stickers, labels, table tents, vans, bags, name tags, promotional items, and anything related to brand image.
 - In charge of ensuring samples and execution by suppliers is up to brand standard
 - Created promotional campaigns and launched new items.
 - Coordinated with management and each branch to set up all components for launchings.
 - Generated designs for social media by creating images, video posts, reels, and stories.
 - Oversaw location and product shoots, as well as postproduction of all digital and social content.
 - Designed websites and app, and managed web designer for final product.

Freelance Designer

- U.A.E. & North Cyprus | Jan. 2015 - Today
- Worked with clients from various sectors; F&B outlets, a sporting equipment company, car rental companies, a quarry company. Other clients include a 300+ members supercars group in the UAE, gift items company based in Canada, and an international lifestyle brand.
 - Created brand identities and rationales for start-up companies.
 - Curated social media content including community management.
 - Created promo videos for various brands.
 - Designed various collateral including menus for restaurants and cafes.

Junior Designer

- PrPlus+ Advertising Agency - Famagusta, North Cyprus | Jun. 2016 - Dec. 2018
- Responsible for overseeing 6 diverse brands, including a professional football club, a construction company, a car dealership, a restaurant and more.
 - In charge of creating print collateral including billboards, stationery items, gift packs, menus, packaging, and sportswear.
 - Managed social media accounts and ensured all content was precise to guidelines.
 - Photographed various elements including premium cars and renowned football players for use on social media and print media.
 - Co-ordinated with interior designers for interior décor of a gym as well as the MTG football team's headquarters and official store.
 - Developed the brand identity for Real Foods, ensured the visual output aligned with the brand values and communication.

Lead Designer

- Mediator Advertising Newspaper - Famagusta, North Cyprus | Jan. 2015 - Mar. 2016
- Tasked with designing layout for monthly newspaper based in Cyprus.
 - Designed newspaper ads per client.
 - Provided package deal for clients to sign up with the monthly newspaper.
 - Over 75-100 designs were implemented per print.

Cameraman & Editor

- Mağusa News Agency (MHA) - Famagusta, North Cyprus | Jan. 2014 - Apr. 2015
- Captured and edited videos for local events, interviews and the Cyprus Professional League football games.
 - In charge of sending edited videos to all Cypriot TV channels and ensuring they were aired on different channels.