



TONY ALHAWAWINI

CREATIVE DIRECTOR & BRANDING CONSULTANT

PROFILE

UAE-based Creative Director & Branding Consultant with 10+ years of experience building bold, scalable brand systems. I blend design, strategy, and storytelling to help brands make sense, stand out, and scale. From F&B to sports, I lead creative across identity, campaigns, content, and experience, always with clarity, craft, and intention.

CONTACT

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PORTFOLIO

tonyeich.com

SKILLS & TOOLS

Creative Expertise

- Brand Strategy & Development
- Brand Identity Systems
- Content Direction & Campaign Development
- Event & Experience Branding
- Commercial Photography
- Art Direction for Print, Digital & Motion

Digital & Marketing

- Social Media Strategy & Content
- Search Engine Optimization (SEO)
- Web & UI Design Oversight
- Integrated Marketing Campaigns

Leadership & Collaboration

- Creative Team Management
- Cross-Functional Collaboration
- Problem Solving & Strategic Thinking
- Client Communication & Presentation

Tools & Programs

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects)
- Figma
- ChatGPT & AI-Enhanced Workflow Tools
- Basic CMS & Web Platforms (Wix, Zoho WordPress, Hubspot,)

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 in 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

WORK EXPERIENCE

Creative Director & Brand Manager

Gulf Mercantile Exchange (GME) - Dubai, U.A.E. | August 2024 - Present

- Directed the complete rebrand of GME, aligning visual identity and messaging with business growth goals.
- Built a scalable brand system used across web, print, investor decks, and internal communication.
- Led cross-functional collaboration across design, marketing, and operations.
- Managed external partners and agencies to ensure creative consistency and strategic execution.
- Oversaw branding for company-led and partner-hosted events, ensuring GME's presence was visually consistent, professionally represented, and aligned with the overall brand strategy.

Founder & Creative Director

YellowGreen Marketing Agency - Dubai, U.A.E. | December 2024 - Present

- Founded a consultancy focused on building intentional, system-led brands.
- Led creative direction from strategy and naming to full brand rollout, across multiple industries.
- Delivered campaigns, content, packaging, and brand experiences with clarity and scale in mind.
- Managed a network of creatives, guiding high-quality execution across all touchpoints.

Art Director

Waverider, Galaxy Racer - Dubai, U.A.E. | March 2021 - May 2023

- Created and directed brand visuals for major esports and Gen Z-focused campaigns.
- Developed creative concepts for global partnerships, merchandise drops, and cultural events. For clients such as LaLiga, Atlético de Madrid, Disney, and Galaxy Racer.
- Oversaw content design across social, digital, and event-based platforms.
- Maintained and evolved the visual language of the brand as it expanded into new markets.
- Collaborated with cross-functional teams including marketing, video, and strategy to deliver cohesive campaigns.

Graphic Designer & Branding Specialist

Almed Retail - Dubai, U.A.E. | April 2020 - March 2021

- Built brand identities for four F&B concepts with 15+ outlets, from scratch to rollout.
- Designed everything from logos and menus to packaging, signage, and digital campaigns.
- Developed templates and systems to ensure consistency across branches and locations.
- Managed visual implementation across teams, vendors, and internal production.
- Brought real-world hospitality experience into functional and aesthetic brand design.

Branding Consultant

Various Clients, U.A.E. & North Cyprus | January 2015 - December 2024

- Consulted with clients across sectors including hospitality, sports, lifestyle, and gifting.
- Developed visual identities, promotional campaigns, digital content, and packaging for startups and small businesses.
- Offered social media strategy, SEO, and creative production, building long-term relationships with clients across continents.
- This hands-on, cross-sector experience laid the foundation for launching my own creative agency in 2024.

Junior Designer

PrPlus+ Advertising Agency - Famagusta, North Cyprus | June 2016 - December 2018

- Designed print campaigns, billboards, product packaging, and in-store materials for major clients, including a football club, a car dealership, and a ready meals company.
- Supported senior creatives on concept development and execution across six active brands.
- Gained early exposure to the pace and pressure of multi-client agency life.
- Built foundational skills in layout, typography, production prep, and client collaboration.

Lead Designer

Mediator Advertising Newspaper - Famagusta, North Cyprus | January 2015 - March 2016

- Designed layout and advertising for a monthly classifieds publication with 75-100 ads per issue.
- Created campaign visuals tailored to local businesses and political clients.
- Managed layout and production under tight deadlines.

Cameraman & Editor

Mağusa News Agency (MHA) - Famagusta, North Cyprus | January 2014 - April 2015

- Filmed and edited professional league football matches, interviews, and live events.
- Delivered nightly sports and community news footage to Cypriot television networks.
- Oversaw all post-production and ensured broadcast-ready outputs.