

Maryanne.

An award-winning Senior Creative with over 12 years' experience across both advertising and experiential.

Core skills:

Strategic thinking
Leadership
Ideation
Storytelling
Spatial Design
Art Direction

Awards:

Winner of the Young Lynx Academy 2022 by Dubai Lynx International Festival of Creativity.

Platinum Marcom award in the 'Digital Media, Social Media, Social Branding Campaign' category 2019.



DXB EXPERIENCE

sweetwater MEA

Creative Lead

September 2022 - Present

Making memorable moments through the connection of culture, commerce, and community. Taking brands to new heights with disruptive brand experiences, pop-ups, brand awareness, hype drops, influencer parties, events, and amplification strategies.

*Creative Lead across all beauty, fashion & lifestyle brands.

*Leading a team of 6 (art directors, 2D and 3D designers).

*Reports directly into the Executive Creative Director / Partner.

LIGHTBLUE

Senior Art Director

August 2021 - September 2022

Brand experiences, PR stunts, campaigns, digital and social for a selection of well-known brands including Mastercard, TikTok, Glenfiddich and PlayStation. With a focus on luxury fashion and beauty brands with the likes of WWD, Tommy Hilfiger and Estée Lauder.

* Creative Lead on TikTok, Glenfiddich, Sephora and Mashreq.

* Mentor to a team of designers and art directors.

Mohamed Hilal Group

Art Director

April 2021 - August 2021

Creating brand experiences for the contemporary collection of progressive luxury brands, boutique retail and e-commerce that sits within the Mohamed Hilal Group including Hind Al Oud, Anfasic Dokhoon, and Khaltat. With a focus on brand toolkits, storytelling, social campaigns, and retail activations.

* Creative Lead on beauty and fragrance brands.

LDN EXPERIENCE

McCann Worldgroup

Senior Designer

Sept 2019 - April 2021

ATL 360 campaigns and brand experiences for a selection of global brands including Bacardi, Bombay Sapphire and Mastercard.

*Lead Designer for the Allergan brands; Juvederm and CoolSculpting.

COTY

Senior Designer / Art Director

June 2019 - Sept 2019

Brand art direction and styling, social and digital content, and retail brand experiences for several brands that sit within the COTY collection including Rimmel, Bourjois and Max Factor.

VCCP

Mid-Weight Designer

Nov 2017 - May 2019

ATL, TTL and BTL advertising for globally recognized brands such as Canon, Berghaus, Cadbury and McArthur Glen.

* Lead Designer for O2.

PAST AGENCY EXPERIENCE

Mad River

Mid-Weight Designer

Jan 2017 - Oct 2017

Fudami

Creative

Oct 2014 - Dec 2016

Atech Digital

Designer

Feb 2014 - Aug 2014

VES

Junior Designer

Sep 2012 - Feb 2014

EDUCATION

Arts University Bournemouth

Visual Communication. BA Hons 2:1.

Year of 2012

Barton Peveril College

Graphic Design, Textiles & Business Studies.

Year of 2009