

Shahryar Bin Mukhtar

Portfolio

ShahryarMukhtar.com

Experience



INCUBETA, Dubai, UAE. (2024 - present)

Associate Creative Director

In my current role as the Creative Lead for the Royal Commission for AlUla's accounts, I oversee seven distinct portfolios: AlUla FM, Arts AlUla, the Arabian Leopard Fund, The Living Museum, the Future Culture Summit, the AlUla World Archaeology Summit, and the RCU corporate account. My primary task is to introduce AlUla to the world while ensuring its relevance aligns with Saudi Arabia's Vision 2030.



Impact BBDO, Dubai, UAE. (2021 - 2024)

Associate Creative Director

I've had the privilege of leading creative, social, and studio teams, to work on Al Hilal Bank, HP Middle East, Daman Insurance, and Huawei Middle East, while also spearheading new business initiatives. Notably, I played a key role in driving the digital transformation of Al Hilal, contributing to the acquisition of over 100,000 customers in under 10 months.



Impact Proximity, Dubai, UAE. (2018 - 2021)

Creative Lead (Integrated)

I worked on through-the-line campaigns for Visa Middle East, with a primary focus on social and digital business. Actively involved in the pitching process and creating cross platform communication campaigns for clients like Daman insurance, Dubai Tourism, One & Only Resorts & Inglot.



Y&R, Dubai, UAE. (2017)

Sr. Creative (Freelance)

I was engaged by Y&R to work on multiple through the line campagins for "Mall of the Emirates".



Havas Worlwide, Dubai, UAE. (2013 - 2017)

Sr. Art Director

Responsible for developing dynamic creative solutions across all areas of art direction, including but not limited to print and interactive advertising, corporate guidelines and brand activations. Among the notable clients in my portfolio are IBM, Emirates Airline, Strepsils, Peugeot, Averda, Dubai Cares, Evian, Tasjeel, and Burger King.

Shahryar Bin Mukhtar

entourage

Entourage, Dubai, UAE. (2010 - 2013)

Sr Art Director

Worked on evolving brands and winning multiple advertising/event pitches every year. The brands i was working on included Tasjeel, SEHA, Sharjah book fair, Dubai cares, Google, Mercator, Dubai sports council, Dubai bank, Statistics centre Abu Dhabi, Abu Dhabi islamic bank, Jordan tourism, MSA, CIB egypt and Alzahra hospital, just to name a few.



BE International, Dubai, UAE. (2007 - 2010)

Art Director

As the head of the creative response to clients' marketing requirements, I worked on a diverse array of accounts, including DEWA, Grand Stores, TRA, Lexus Dubai, ADMA, Zakat Fund, GB Corp Bahrain, Anantara Resort and Spa Abu Dhabi, ADOL, Marsa-al-Seef Qatar, and HSA Group Yemen.

Real Estate Company (newyorkproperties.com), UK. (2004-2005)

Creative (Freelance)

As a freelance content designer for a UK-based real estate company (newyorkproperties.com), I managed online and offline content designs and created Flash animations for their website.

Education

National College of Arts Lahore, Pakistan. (1998 - 2001)

Bachelors in Communication Design

major : Graphic design

minors : Photography & Miniature painting.

Skills

Concept creation, Problem solving, Art direction, Branding, Team building, New business pitches, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Keynote.
(Good working knowledge) Macromedia Flash, Adobe Premiere, Adobe After Effects, Sound Forge, Discreet 3D Studio Max.

Contact

sharymail@gmail.com

+971 502755831