

EMRAN YOUSOF.

[behance.net/emran](https://www.behance.net/emran)
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Work

2019-Present

Senior Art Director | **Al Ghurair Investments**

Managed & lead the creative design and photography team across multiple business units related to the Group. Focused on creating integrated marketing/advertising campaigns from developing a vision to overseeing production on time and budget. The setting of standardized brand guidelines and templates for communication assets across the Group of Companies.

Key Achievements: Rebranding of Al Ghurair Properties, Repositioning of Al Ghurair Centre, Rebranding of leisure brands STAY, Playa, Eqarcom, Neighbourhood, Way Last Mile.

2016-2019

Head of Creative | **Alabbar Enterprises**

Managed & lead the creative design team for the Retail & Enterprise Division. Worked along with the marketing teams from the F&B brands on brand revamps, campaigns and launches.

Key Achievements: Branding of Candylicious, Made by Two, Cube, Creative Campaigns for Social House, GIA, Two at Symphony, Yogurtland.

2015-2016

Art Director | **Projex Events**

Worked on experience design for events and exhibitions for a variety of brands such as Emaar, Mubadala, Abu Dhabi Government, Dubai Airports, Dubai Government, and Dewa amongst others.

2013-2015

Art Director | **Birdie Communications**

Managed creative design and communication asset development for various brands such as Cadbury, Thales, Bee'ah, Aramex, and Better life amongst others.

2012-2013

Creative Head | **AutoCheck Magazine**

Planning the layout and visuals for the print and digital publications, products, and advertising. Maintaining a vision for a company's products and branding. Managed a creative and photography team.

2010-2012

Senior Creative Designer | **Oasisliving Magazine**

In charge of the overall visual style, layout, and graphic design of a magazine or other print publication.

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Skills

Disciplines

Design
Creative Direction
Project Management
Print / Production

Technical Abilities

Adobe InDesign
Adobe Creative Suite
CorelDraw
Arabic Calligraphy

Education

College of Art & Design - Punjab University

Bachelor of Art
Diploma in Graphic Design

Awards

One of the top 25 all-time viewed designers
in Dubai on Behance.net

11,626,461 views on Unsplash.com
Personal photography portfolio on
the internet's source of freely-usable images.

Position holder: street art competition
Message Welfare Trust, Lahore - Pakistan

2nd place: short film, Dubai Lynx
The brief was to call for donations to help Syrian Refugees.
The Charitable organisation UNHCR will distribute food,
shelter and blankets that will require donations each month
So these films were the call for help!

1st prize: gik poster competition
Islamabad - Pakistan

Silver: calendar design
The Dubai International Print Awards
Al Ghurair Printing & Publishing, Dubai