



**Kusal Udharma**  
Creative Director

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Creative director and founder with 15 years across brand and digital. Led design at Impact BBDO before founding Metikulous™, a Dubai based independent studio building strategy-led digital experiences for ambitious brands.

**Recent Experience**

**Metikulous Design Studio** Founder & Creative Director

Independent design studio working with founders and brand leaders on strategy-led digital experiences. Direct creative direction, UX/UI, and visual storytelling across robotics, hospitality, automotive, and investment work. Active projects include Addverb's robotics platform website, brand and digital for House of L, and Fambo.in. Metikulous operates as a senior creative partner from positioning through delivery.

2024 - Present Dubai, UAE

**Impact BBDO** Head of Design

Head of Design at BBDO's digital and CRM arm Impact Proximity in Dubai across six years. Led a direct team of 12 designers with an extended team of 20 across UX/UI, brand, motion, and 3D. Directed work for clients including Adidas, Pepsi, Aldar, and Expo 2020, plus Webby Honoree-recognized digital work for Saudi Tourism and Capital Bank Jordan. Worked across the MENA region with senior client and agency leadership, contributed to new business pitches, and set the design craft standard for the group.

2018 - 2024 Dubai, UAE

**Engageworks** Creative Lead

Creative Lead at Engageworks, a Dubai studio building tech-driven brand experiences for retail, property, and corporate clients. Directed creative strategy and execution across digital and spatial work, including real-time data visualization for Twitter and interactive installations for the World Government Summit.

2016 - 2018 Dubai, UAE

**Previous Experience**

**Pico Mena** Head of Creative  
2014 - 2016 Dubai

**Design Kloo** Snr. Art Director  
2013 - 2014 Singapore

**DoodleRoom** Art Director  
2011 - 2013 Singapore

**Awards & Accolades**

**2x Webby Honoree**  
Capital Bank Jordan  
Ministry of Saudi Tourism

**2x Awwwards HM**  
[kusaludhara.com](http://kusaludhara.com)  
Addverb.ai

**4x CSS Design Awards**  
Website of the Day, Best in UI, Best in UX & Best in Innovation (Addverb.ai)

**Dubai Lynx Gold**  
Young Lynx Integrated (2019)

**2x Behance Featured**  
Vancouver-Singapore Film Festival  
BJÖRK earth Intruders EP