

SENIOR ART DIRECTOR

ALANOUD SALEH ALABBADI

Jeddah, Saudi Arabia | +966 53 067 0020 | Alanoud-s.a@hotmail.com

Portfolio: modern-circumstances-374372.framer.app

LinkedIn: linkedin.com/in/alanoud-alabbadi-534064168

PROFESSIONAL SUMMARY

Senior Art Director with 8+ years of advertising agency experience at Focus WPI and MEMAC Ogilvy. Leads campaign concepts, visual direction and multidisciplinary teams from brief through production and delivery. Integrates generative AI into concept development, storyboarding and visual asset creation. Portfolio spans brand platforms, films, social campaigns, event identities and interactive activations for Saudi audiences.

PROFESSIONAL EXPERIENCE

Senior Art Director

Focus WPI | Jul 2026 - Present

- Lead creative projects from brief and concept through production and final delivery across film, social, digital, print, outdoor and brand activations.
- Integrate generative AI into concept exploration, storyboard development and visual asset creation, refining outputs to match campaign art direction and brand guidelines.
- Translate client briefs into creative proposals, storyboards, visual treatments and campaign systems aligned with brand guidelines.
- Manage and mentor creative team members; coordinate with client service, motion graphics and 3D specialists to maintain quality across executions.

Art Director

Focus WPI | Jun 2024 - Jul 2026

- Developed campaign concepts, visual assets and integrated executions in collaboration with motion graphics and 3D designers.

Junior Art Director

Focus WPI | Oct 2022 - Jun 2024

- Supported the Creative Director in managing creative projects, developing campaign visuals and reviewing output quality.

Senior Graphic Designer

Focus WPI | Aug 2022 - Oct 2022

- Developed creative assets for social, digital, print and outdoor media.

Senior Graphic Designer | MEMAC Ogilvy | Nov 2021 - Aug 2022

Graphic Designer | MEMAC Ogilvy | May 2019 - Nov 2021

Co Op | MEMAC Ogilvy | Jan 2019 - Apr 2019

SELECTED CAMPAIGNS AND BRAND WORK

Carrier of the Aspirers

Led flyadeal's visual direction across films, key visuals, AI-assisted storyboards, social content and internal activation, from concept through production. Helped position flyadeal as the airline for ambitious Saudis. The concept became a long-term brand platform across four consecutive Saudi National Day campaigns from 2023 to 2026.

Summer Is Calling

Developed flyadeal's summer campaign concept and led creative and shoot direction for a family travel story spanning six destinations. Extended the film into six destination cutdowns and four to five months of Arabic and English social content. The film recorded 6.5 million YouTube views.

UN Tourism General Assembly in Riyadh

Developed the logo and pattern system for the 26th General Assembly host identity, combining Diriyah architecture with Al-Sadu weaving to create a contemporary visual system with a distinct Saudi character.

Riyadh Fashion Week

Created a custom pattern system for Joe & The Juice (Independent Food Company), connecting the brand with Saudi fashion culture across packaging, uniforms, environmental graphics and brand activation.

40 Million Passengers

Designed and developed a retro pixel-art game for flyadeal, including visual style, game mechanics and code, to turn the airline milestone into audience participation. Extended the concept into onboard gifts and giveaways; players shared their high scores on social media.

CORE SKILLS

Art direction; creative concept development; integrated campaigns; visual identity and brand systems; film treatments and storyboarding; shoot direction; key visuals; social and digital content; print and outdoor advertising; brand activations; team leadership and mentorship; generative AI workflows.

EDUCATION

Bachelor in Advertising

Major in Creative Design

University of Business and Technology, Jeddah College of Advertising | Class of 2019

CERTIFICATIONS AND AWARDS

Maheera Programme | Publicis Groupe / Athar | 2025

Digital Marketing | Circus Street | 2022

ILP Programme | YLC Academy | 2018

Best Filming | UTURN | 2018

Marketing Communications | IAA | 2018