



Kusal Udhara
Digital Creative Director

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Recent experience

BBDO x Impact Proximity Head of Design

As Head of Design at BBDO Impact Proximity, I led a multidisciplinary team to deliver high-impact digital solutions across web, mobile, and brand campaigns. I oversaw the creative direction, UX/UI design, and implementation of projects for top-tier clients, ensuring that each solution aligned with strategic business goals and delivered measurable results. My leadership fostered innovation and collaboration, driving both creative excellence and client success.

2018 - 2024 Dubai, UAE

Engageworks Creative Lead

As Creative Lead at Engageworks, I led the design of innovative, tech-driven experiences across retail, property development, and corporate sectors. I guided creative strategy and execution for projects like real-time visualization for Twitter and interactive experiences for the World Government Summit.

2016 - 2018 Dubai, UAE

PICO Mena Head of Creative

As Head of Creatives at Pico Plus, I led region-wide rebranding efforts and high-profile projects, including events and visual identity solutions for clients like Aston Martin and the Dubai Health Authority. I provided creative direction, collaborated with cross-functional teams, and mentored junior staff to ensure innovative, impactful brand activations across the Middle East.

2014 - 2016 Dubai, UAE

Previous experience

Design Kloo Snr. Art Director
2013 - 2014 Singapore

DoodleRoom Art Director
2011 - 2013 Singapore

Real-world skills

Creative Leadership

Team Guidance & Mentoring
Creative Strategy Development
Cross-Functional Collaboration
Client & Stakeholder Management
Resource Allocation & Budgeting
Project Management & Scheduling

Design & Innovation

UX/UI Design
Digital Product Design
Design Systems & Guidelines
Brand Identity & Visual Design
Interaction & Motion Design
Prototyping & Wireframing

Strategic Solutions

Design Thinking & Problem Solving
Brand Strategy & Development
Customer Experience (CX) Strategy
Market Research & Trend Analysis
Client Presentations & Pitching
Performance Tracking & Optimization

Education

Lasalle College of the Arts Singapore

Bachelor of Arts
Diploma in Design Communication

Cumulative GPA: 3.8/4.0 Graduating class of 2011

Awards & accolades

2x Webbys

Honoree awards
2024

2x Behance

Project features
2014 - 2018

1x Dubai Lynx

Gold, Young Lynx Integrated
2019

Technical & Softwares

