

Alaa Lotfy

Art director



AREAS OF EXPERTISE

Project management
Online & offline production
Photoshop
Creative Suite knowledge
Creative marketing concepts
Animations
Client facing

PERSONAL SKILLS

Commercially focused
Innovative ideas
Strategic thinker
Organisational skills

PERSONAL DETAILS

Alaa lotfy mohamed
2001 Zahraa Nasr City
Army Forces Buildings
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<http://www.behance.net/Alaa-lotfy>
<http://alaa007.deviantart.com>
DOB: 2/6/1973
Nationality: Egyptian

PERSONAL SUMMARY

A results driven, self-motivated and resourceful arts director with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. Experience of working in and contributing to a creative environment alongside designers, copywriters, content strategists user experience specialists and interactive developers. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief. Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development

WORK EXPERIENCE

InterMark-GSW
ART DIRECTOR June 2007 - Present

Responsible for developing and executing creative concepts for leading-edge marketing and web solutions. Regularly liaising with the technology team to ensure the best creative solutions are realised, implemented and delivered.

Duties:

- Developing excellence through innovative & creative concepts across all media.
 - Ability to work with other project managers and teams of creative designers.
 - Develop and frame creative concepts according to creative brief requirements.
 - Communicating design visions and rationale clearly to clients and design teams.
 - Conceptualize, visualize and design user experiences.
- Managing and directing photo shoots on time and to budget.
- Involved in developing the clients culture and quality standards.
 - Attending conferences, press releases, exhibitions and expos.
 - Mentoring junior staff in project development and performance management.
 - Organising, initiating and lead brainstorm sessions.

KEY SKILLS AND COMPETENCIES

- Experience in: POS, merchandising, press, outdoor, DM, brochures and digital.
- Excellent presentation and communication skills.
- Ability to prioritise and juggle multiple projects within tight deadlines.
- Capable of developing and communicating industry-leading creative concepts.
- Strong conceptual thinking-- both visual and interactive.
- Knowledge of design disciplines including layout, typography, imagery & colour.
- Knowledge of video and After Effects.
- Strong proof of concept, rapid prototyping, storyboarding & technical skills.
- Knowledge of industry standard design tools: Mac OS, Illustrator, Indesign, photoshop, aftereffect.

ACADEMIC QUALIFICATIONS

BSc (Faculty of Art Education) Multimedia Technology and Design
Helwan University- 1990 - 1996

REFERENCES – Available on request.