

## Amro Sami Smadi

Creative Director (Brand & Experience)

Jordan, Amman: +962775300321

Email: [Smadi.7@me.com](mailto:Smadi.7@me.com)

LinkedIn: [linkedin.com/in/amrosmadi/](https://www.linkedin.com/in/amrosmadi/)

Portfolio: [amrosmadi.com](https://amrosmadi.com)

Creative Director with 13+ years of experience leading brand systems, integrated campaigns and large-scale public experiences for government, NGOs/NPOs, and major organizations. Trusted within national and institutional environments to guide multidisciplinary teams from concept to execution across complex, high-visibility projects, including FIFA World Cup Qatar 2022, Riyadh Season, and the Centenary of Jordan. Holds a postgraduate degree in Philosophy of Aesthetics, Arts and Culture, bringing strong conceptual rational and cultural insight, balancing brand goals with creative ambition while maintaining protocol, cultural sensitivity and strategic clarity.

### Areas of

### Expertise

- **Creative direction:** translate brand vision, mission and values into clear creative executions.
- **Concept development:** turn strategy into executable concepts.
- **Creative systems & workflow:** develop briefs, processes and review sessions that meet quality standards and guidelines.
- **Integrated campaigns:** lead end-to-end ATL/BTL/360 from planning to delivery.
- **Experiential & production oversight:** vendors, print/fabrication, on-ground rollout, budgets, timelines and QA.
- **AI-enabled workflows:** integrate Ai tools with governance and consistency.
- **Brand storytelling & tone of voice:** shape narratives that communicate values and drive the intended emotional connection.
- **Brand systems & governance:** identity frameworks, brand architecture and consistency across positioning, messaging, and touchpoints.
- **Multidisciplinary leadership:** mentor teams, run reviews and workshops, lead stakeholder/client presentations.
- **Cross-functional alignment:** partner with Accounts, Production, Copy, IT, Sales and Marketing.
- **Commercial awareness:** scope, prioritization, value-driven planning, culture standards and trends

### Education



**Master's degree in Philosophy -  
Aesthetics, Arts and Culture.**

University of Jordan  
2021 - 2024



**Bachelor degree in Graphic Design.**

Al-Ahliyya Amman University (AAU).  
2008 - 2012

---

## Training and Certifications

---

- **Adobe Photoshop**, Certified Degree, New Horizons, USA.
- **Adobe Illustrator**, Certified Degree, New Horizons, USA.
- **Adobe Indesign**, Certified Degree, New Horizons, USA.
- **Adobe Flash**, Certified Degree, New Horizons, USA.
- **Adobe Dreamwaver**, Certified Degree, New Horizons, USA.
- **Salesforce Pardot Specialist**, Salesforce.
- **SAP Revenue Driver**, Lifecycle Marketing. SAP.
- The International English Language Testing System (**IELTS**), Academic section **Overall 7.0**.
- **Cyber Security protocols: procedures and precautions**, Royal Hashemite Court, Jordan.
- **Risk Assessment and Management**, Qatar Charity Headquarters, Qatar.
- **Administrative Policies and Procedures**, Qatar Charity Headquarters, Qatar.
- **Due Diligence Management Applications**, Qatar Charity Headquarters, Qatar.

---

## Career Experience

---

### Identity and Art Production Strategist

Qatar Charity – Doha, Qatar

02/2024 – 11/2025



- Lead the creative **AI integration roadmap** as part of QC's Innovation & Transformation Committee, setting integration rules and quality governance.
- Built and operationalized QC's **Master Brand Visual Philosophy** (color system, grids, imagery taxonomy, sub-branding rules, logo treatments), standardizing output across **8 sub-brands & initiatives**.
- **Reduced approval cycle time by 70%** by introducing clearer briefing structures, review loops, and brand-compliance checkpoints.
- Owned the strategic framing, identity and art direction of the **VVIP donor loyalty program "Nafla,"** shaping a premium donor facing brand experience.
- Revamped **Donors / VIP / VVIP reporting** into clearer consistent templates aligned with brand standards and stakeholder expectations.
- Led identity and art direction for key initiatives (e.g., **Nahj al Nobowah, Ezdhar 2024–2025, Ma'en, Rofaqaa**), ensuring coherent rollout from concept through production.
- Directed creative strategy and execution for the **Winterization Campaigns**, delivering a cohesive multi-touchpoint rollout from concept through production.

## Creative Lead

Dallah Holding Media (DHM)– Doha, Qatar

08/2022 – 11/2023



- **FIFA World Cup 2022:** Oversaw the design-to-print workflow for the Al Khor FIFA Fan Zone, ensuring adherence to FWCQ22 theme rules and FIFA quality standards.  
-Directed the City Dressing operation across key venues and public spaces, owning alignment across design, print production and strict FIFA brand compliance.
- **Qatar Football Association:** Designed the concept, artworks and visitor journey for the "Al Annabi - Qatar National team" exhibition and trophy room in Msheireb City.
- **Qatar Foundation:** Created the winning creative concepts for Akhlaquna Day, led 360 campaign delivery. Created the winning creative concepts for **Qatar National Library** and **Qatar Reads** participation concept/campaign/booth for "Doha Int'l Book festival".
- **Qatar Creates:** Built concept and designs for the "One Pass" FWCQ22 Museums campaign.
- Led concept/design/production for major brand activations, including **Qatar Gas Sports Day** and **Shell HQ branding**, managing print and rollout quality.
- Delivered event concept/artworks for **Google "Wrapping 22"**, produced **North Oil Company** 2023 calendar artworks and led the creative process for the Education City Job Fair.
- Supported DHM Group's **post-FWCQ22** marketing strategy.

---

## Creative Consultant

Royal Hashemite Court, (Contractor)

04/2020 – 04/2022



- Served on the **Jordan Centenary Committee**.
- Led **planning sessions** and **approval rounds**, coordinating 2 agencies/vendors to ensure deliverables met **national** and **royal protocol standards**.
- Oversaw Centenary **identity execution and brand governance**, aligning consistency across all platforms.
- Led **creative consulting** and execution for **3 national ceremonies/celebrations**, including 1 overseas diplomatic delegation ceremony, ensuring seamless coordination and implementation.
- Directed multiple **digital artwork projects** across the RHC, maintaining high quality under institutional constraints and timelines.

## Creative Director

TMD3 – Riyadh, Saudi Arabia.

02/2019 – 10/2021



- Built and launched the agency's **creative department in Amman** with HR and GM, leading a **5-designers team** and establishing standards, workflows and delivery systems.
- Led multi account creative direction for government and institutional clients, managing up to **2 ministries**, translating objectives into brand systems, campaigns and digital experiences.
- **Ministry of Commerce & Industry**: developed the **E-Commerce Council** brand and directed an ATL campaign.
- **Ministry of Housing**: directed branding for "**Murcia City**", led key website revamps and marketing materials.
- **General Entertainment Authority**: managed branding and marketing across 4 Riyadh Season events, ensuring consistency across event touchpoints.
- Directed a national BTL energy-saving campaign for the **Saudi Energy Efficiency Center**, and led post production for **Al Qiddya's "Ya Tuwaiq"** music video.
- Built brand identities and led website design/development for **SABC & ACES**, alongside key corporate deliverables (e.g., **Flynas** onboard safety brochures).
- Managed integrated digital and marketing needs for **MASIC Logistics** (websites, social, events, and marketing strategy).

|

*-Internal assignment from **TMD3** to sister company **United Business Applications (UBA)** (01/2021–10/2021) to cover creative needs during COVID curfew –*

|

## Creative and Digital Marketing Manager

United Business Application (UBA) – Jordan,  
Saudi Arabia, UAE, Bahrain.



- Brought in to stand up the creative function and integrate it with COVID **Digital Marketing** setting, delivery standards and cross-team cadence.
- Led brand and marketing delivery for corporate touchpoints (website, publications, social), aligning creative output to product audiences and online growth priorities.
- Implemented **marketing automation integration** using **Salesforce Pardot** to support campaigns and lifecycle communication under COVID remote setup.
- **KAYAN HR**: built brand identity, designed portal + app UI/UX, led digital marketing and SEO using Pardot.
- **DXTR**: developed brand identity and UI system (portal + vehicle modules); led marketing setup and Pardot configuration.
- **HB Record Label**: created brand identity, directed themed studio interiors and promos, managed digital campaigns and marketing direction.

## Art Director

Zita Marketing – Amman, Jordan.

03/2016 – 01/2019



- Led art direction for **healthcare/pharma brands**, delivering digital campaigns and asset systems (social, video, banners) plus Arabic packaging for key products (e.g., **Prospan Arabia, ISLA, Restylane & Cetaphil**).
- Art directed education and institutional digital touchpoints, including website front-end direction, icons, and banners for **Queen Rania Teacher Academy**.
- Produced print-ready, long-form publications and event media for development programs, including **UNDP yearbooks (2017/2018)** and **refugee event content**.
- Supported social enterprise initiatives through content, packaging, and photography direction for **Princess Taghrid Institute**, alongside co-delivering a digital art course.
- Built brand identities and content systems for an F&B group **NHC Food Group (Levant restaurant, Levant Catering, Majdoline, Cloud restaurant)**, including social management and video direction across multiple restaurant brands (**Manoush Basha, Sheikh Shawarma**).
- Contributed to digital product branding by creating an e-health app identity (**e-tabeeb**), collaborating on UI/UX, and supporting the strategic marketing plan.

---

### Early Career

---



**Senior Graphic Designer, Ink Printing Services – Amman, Jordan.**

01/2015 – 03/2016



**Graphic Designer/Photographer, Omooda online boutique– Amman, Jordan.**

01/2013 – 12/2013



**Graphic Designer, Dallah Services – Amman, Jordan.**

12/2013 – 12/2014



**Junior Graphic Designer, Q-Design– Amman, Jordan.**

06/2011 – 12/2012