

ALEXIS TITUS PORTFOLIO

SENIOR ART DIRECTOR

ALEXIS TITUS

PROFILE

Over 12 years of experience working with agencies such as Ogilvy Cape Town and Tonic International, I'm no stranger to the creative studio. I've worked with a host of clients such as Volkswagen, Emaar, Dubai Enrichment Project, Evian, BP, Samsung & ECC Group.

Based in Dubai since 2013, originally from Cape Town, South Africa. I'm easy going and love to travel.

CONTACT

Address

Damac Hills
Dubai,UAE

Phone

+971 58 534 7156

Email

alex.is.titus@gmail.com

Website

www.alexistitus.com

English



Afrikaans



EXPERIENCE

2019 - Present

Freelance Senior Art Director
Tonic international. Mindshare.

2016 - 2018

Lead Creative
Engineering Contracting Company.

2014 - 2016

Senior Designer / Art Director
Cre8-Design Events & Photography.

2013 - 2014

Senior Designer / Art Director
Cheil MEA.

SKILLS



Photoshop

Illustrator

Indesign

Premiere pro

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TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR &
INDESIGN

branding projects

VISUAL IDENTITY
STATIONERY
CORPORATE IDENTITY

DESCRIPTION

Brand identity guidelines describe how a brand’s identity should or shouldn’t be used across a variety of mediums.

Brand identity also displayed in ways that they shouldn’t be used. There are a lot of easily accessible brand guidelines.

Brand guidelines ensure that the identity of a company is preserved and kept coherent no matter which visual device it’s applied to. Depending on the company the brand identity/brand image can be made up of any number of devices.

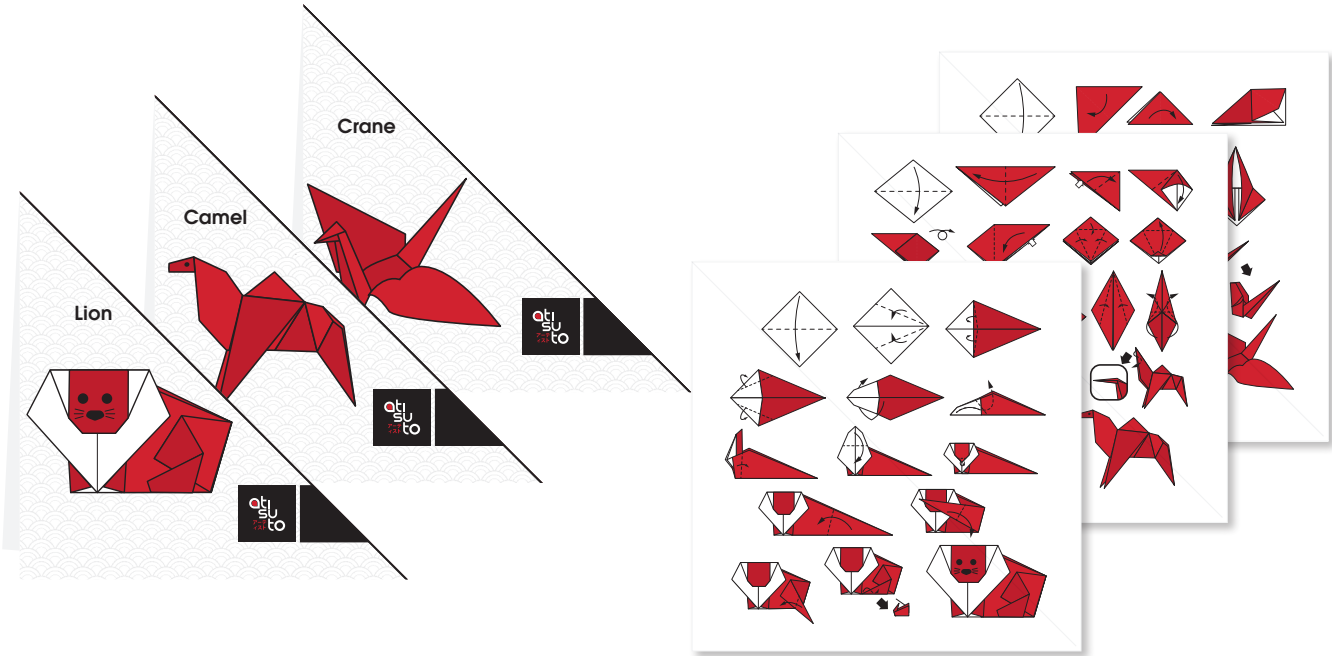


01	Atisuto
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CLIENT:
Silver Spoon

The Japanese word for artistry, Atisuto is the epitome of all, we represent – from the art of plating Japanese delicacies to attention to detail in the décor.

An avant-garde restaurant, Atisuto transports you to a cutting edge, set in The Land of the Rising Sun with vivid, modern Japanese street art adorning the walls and signature noh masks.



02	CoreServ
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CLIENT:
CoreServ

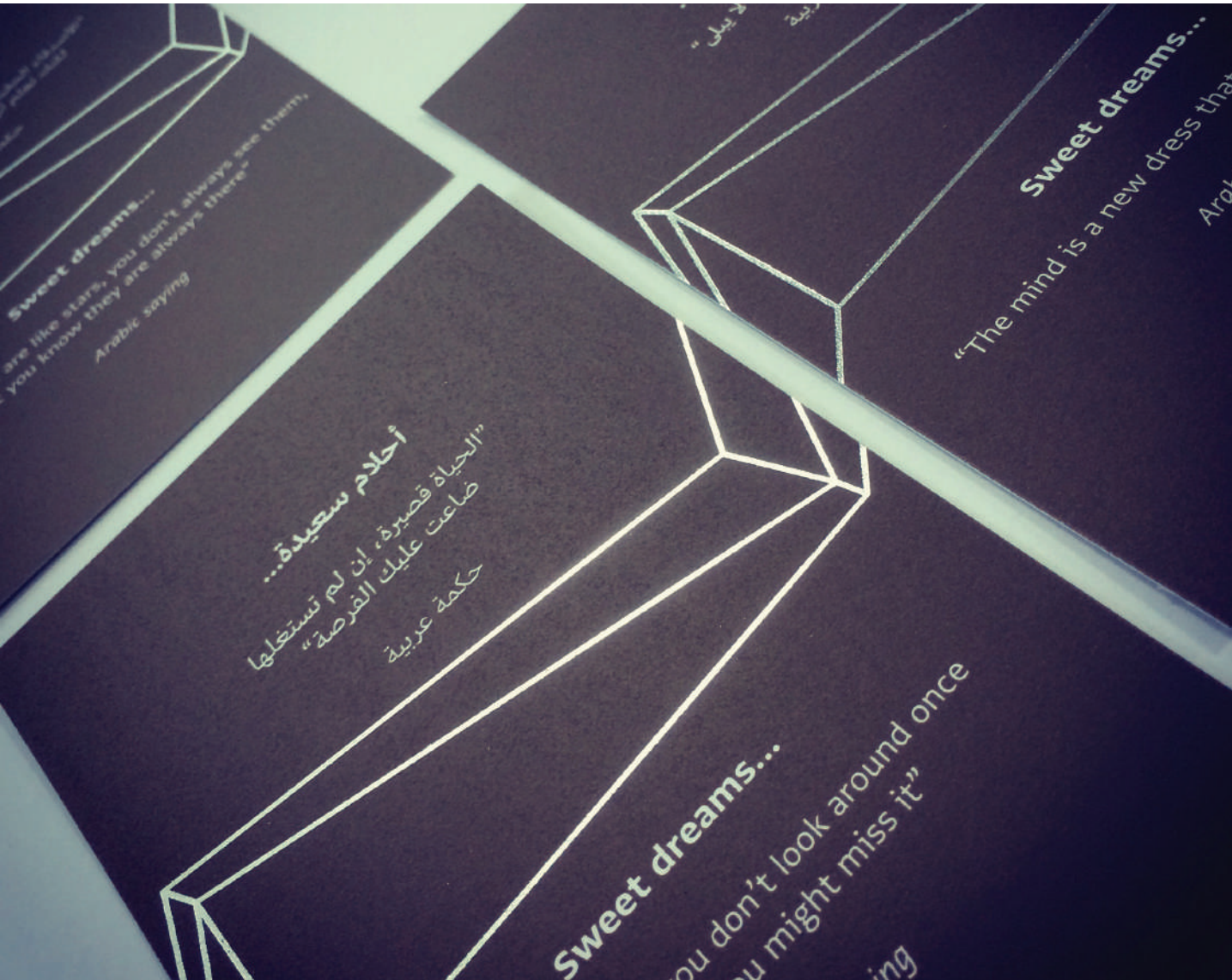
An FM entity that prides itself to deliver a high-impact, low-cost exemplary service and achieve real client satisfaction by offering exemplary services leading to an increase in the overall value of the property.



03	THE FUND
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CLIENT:
SHEIKH MOHAMMED BIN RASHID FUND

Worked with government-related agencies to do branding and corporate identity work for the Mohammed Bin Rashid Fund (MBRF).



04	Four Seasons
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CLIENT:
Four Seasons

Our beachside resort is a traveller’s playground, with the waters of the Arabian Gulf on one side and Dubai’s iconic cityscape on the other. Dine alongside views of the Burj Khalifa at sunset at our open-air Mercury Lounge, join us on an adventure of a lifetime in the desert, or simply spend the afternoon relaxing poolside in your private cabana.



logo design

LOGOS

DESCRIPTION

A good logo design is to showcase and understand the logo isn't just a logo; it's a visual representation of the brand. Its a balance of art with technology, creating logos in file formats that can be used anywhere you need them.

TOOLS
ABOBE PHOTOSHOP
& ILLUSTRATOR

01 Volkswagen



03 Seven Diamond



05 Wine Week



02 Atisuto



04 Wild



06 Dragon Search



editorial design

BROCHURE
MAGAZINE
ADS

DESCRIPTION

Working on the layout and visual aesthetics of books, newspapers, magazines, online publications and other media. Each type of publications has a different aesthetic and set of concerns. An editorial design you follow contemporary trends.

TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR &
INDESIGN

01	Town Square
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CLIENT:
Nshama

Delivered in a sleek presentation drawer box, the brochure slides out wrapped with an invitation band.





02	ADTA
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CLIENT:
Abu Dhabi Tourism Authority

A handbook along with a video DVD handed to tourism authorities around the world to showcase the dynamic of Abu Dhabi, everything from desert, oasis, sea, city, business and entertainment.

LINK:
<https://www.youtube.com/watch?v=Lcu7oy9pSe8>



03	GALAXY MEGA
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CLIENT:
Samsung

One of the main benefits of the Galaxy Mega is its bigger screen size. To show how it enables you to see a bigger picture and live largely, We did a special buy in a magazine to showcase the benefit of having a larger screen.



04	LBS Magazine
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CLIENT:
Life Beyond Sport

Life Beyond Sport magazine is a pioneering publication that breaks through the traditional barriers of men's lifestyle magazines by smoothly combining a man's love of sport with his passion for the finer things in life. The magazine contains a range of features, interviews and photo-shoots that provide an exclusive insight into the sportsman's lifestyle.

05	ADTA
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CLIENT:
Abu Dhabi Tourism Authority

Print ads showcasing the hidden gems within Abu Dhabi tourism, from heritage to modern land and sea.



06	ASGC
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CLIENT:
ASGC

A new look into the ASGC "EXPECT MORE" campaign looking into abstract shots of construction portraying detail that is more than often overlooked.

TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR
MUSE & WORDPRESS

web design

UI DESIGN

DESCRIPTION

Understanding user experience and ability to build websites that are easy to understand, navigate and use, and adhere to design standards and specifications.

Conceptualizing and implementing creative ideas for client websites, as well as creating visual elements that are in line with our clients' brand.

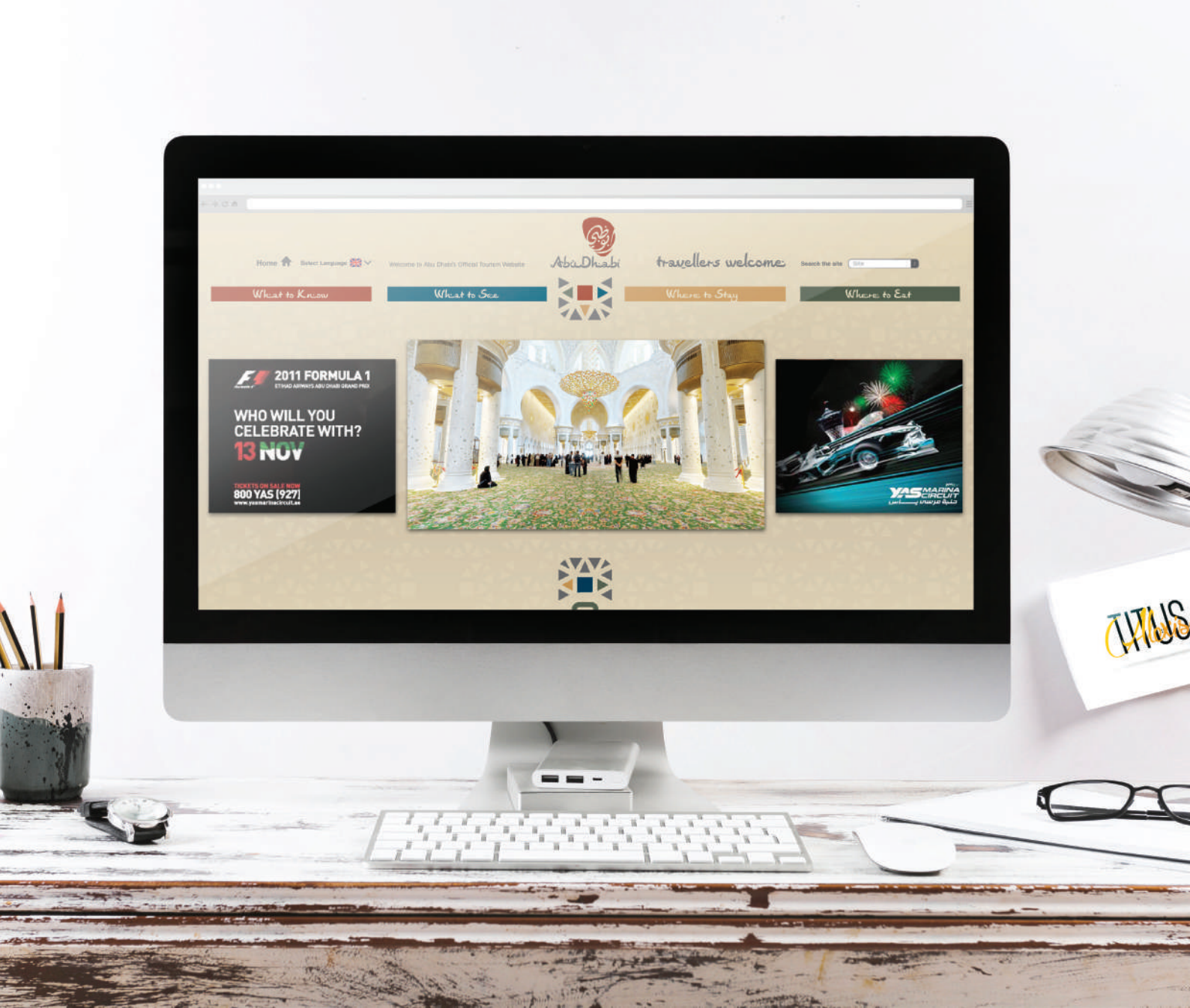


01	Website
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CLIENT:
ECC Group

With its vast list of Key projects and heritage, combining a UI that was easy to navigate and attractive was key in portraying the culture within ECC on its website.

LINK:
www.eccgroup.ae



03	Cre8
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CLIENT:
Cre8

An introduction to the way we work and thought process within the Cre8 agency. The goal was to humanise the agency and show the level of detail and genuine interest in the brief on hand.

02	ADTA
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CLIENT:
Abu Dhabi Tourism Authority

Freedom to explore and invite the viewer to engage through interactive tools. This will influence how long the viewer engages with your site and how often they return to visit.



TOOLS
ADOBE PHOTOSHOP
& ILLUSTRATOR

poster design

DESIGN
LAYOUT
CONCEPT

DESCRIPTION

To capture a moving audience with a message. A poster will have a short amount of time to attract and hold your readers' attention.

Focusing on one aspect of the information that must convey the message.



01	60th Anniversary
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CLIENT:
Volkswagen

The odometer is a device at the heart of every car. It speaks of the road travelled, of journeys undertaken, and of memories made. Our simple, graphic based on the iconic odometer celebrates the ticking over of the 60th year of VW in South Africa, and yet looks forward to years of Volkswagen memories and stories yet to come.



02	Aurora
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CLIENT:
Aurora

Calling all creatives to leave their mark on a once boring basement parking and stairwell leading to the pool at one of Aurora's developments Hyati.



03	Man City
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CLIENT:
Abu Dhabi Tourism Authority

In the 1st season of sponsorship, MCFC took the English Premier League first time since 1968 in amazing fashion.

The artwork was created to timestamp this great achievement.



04	BP
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CLIENT:
BP

One for the moms, A BP sponsored a concert at the zoo for all mothers. Taking this concept we portray the animal mothers at the zoo to show that mothers lives are not always easy as we think.



05	Castle Lager
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CLIENT:
SAB

Memorating the long and cemented sponsorship of Springbok rugby.

TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR &
INDESIGN

Card design

CONCEPT
CAMPAIGN
CALENDER



01	GALAXY DUOS
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CLIENT:
Samsung

To illustrate the benefit of having 2 SIMs in 1 smartphone, I created a lenticular tent card to reflect the best of 2 worlds.



02 Town Square

CLIENT:
Nshama

A full 360 campaign for Town Square where you have a chance to win an apartment. Online and offline were both utilised. Postcards were developed to drive people onto social media and online.

03 Calendar

CLIENT:
ECC Renovations

3D calendar for a renovation company. The concept to take everyday objects and renovate them to unique items.



TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR &
INDESIGN

packaging design

CONCEPT
CORPORATE IDENTITY

DESCRIPTION

Conceptualize, design and execute a prototype for attention-grabbing packaging materials, using design elements such as shape, color, graphics and typography to create packaging that is functional and appealing.

OTHER WORKS INCLUDE

British American Tobacco & Stimorol gum



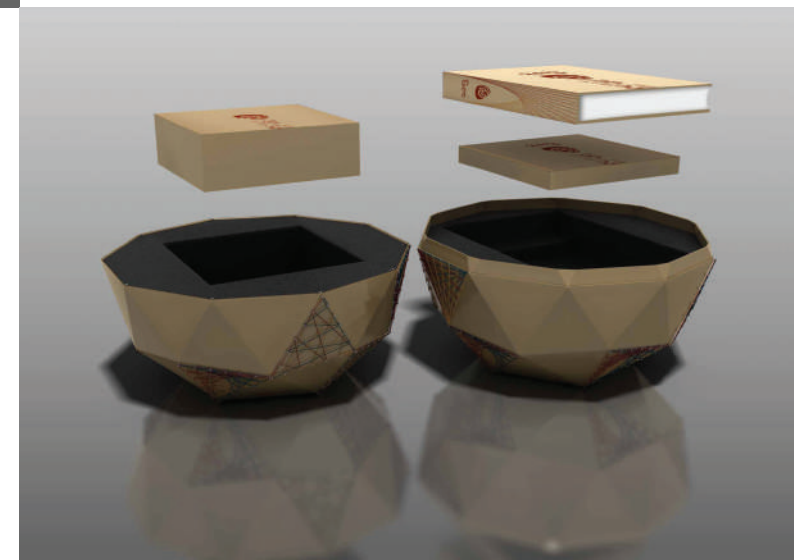
01

Annual items

CLIENT:

Abu Dhabi Tourism Authority

This annual item starts with a unique box inspired by our Brand Stencil. Using thread, we created art in a new way, bringing across the message of connectedness as well as a modern vision.



We created a unique, interesting look for this direction by taking existing Abu Dhabi photographs and applying brightly coloured thread to the visual in a creative manner.

book cover

ART DIRECTION
DESIGN

DESCRIPTION

Never judge a book by its cover.

Visually representing the chapters, paragraphs, characters, events, settings, and ideas, all at first glance.

TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR &
INDESIGN

01	Observation Tower
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CLIENT:
Emaar

The power of a single building can be truly monumental. An iconic structure has the ability to be the face of an entire nation: a cultural emblem recognised all over the world.



02	Beyond the Limit
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CLIENT:
Emaar

The motivation and challenges to build not only the worlds tallest but most iconic buildings of its time.



TOOLS
ILLUSTRATOR

illustration project

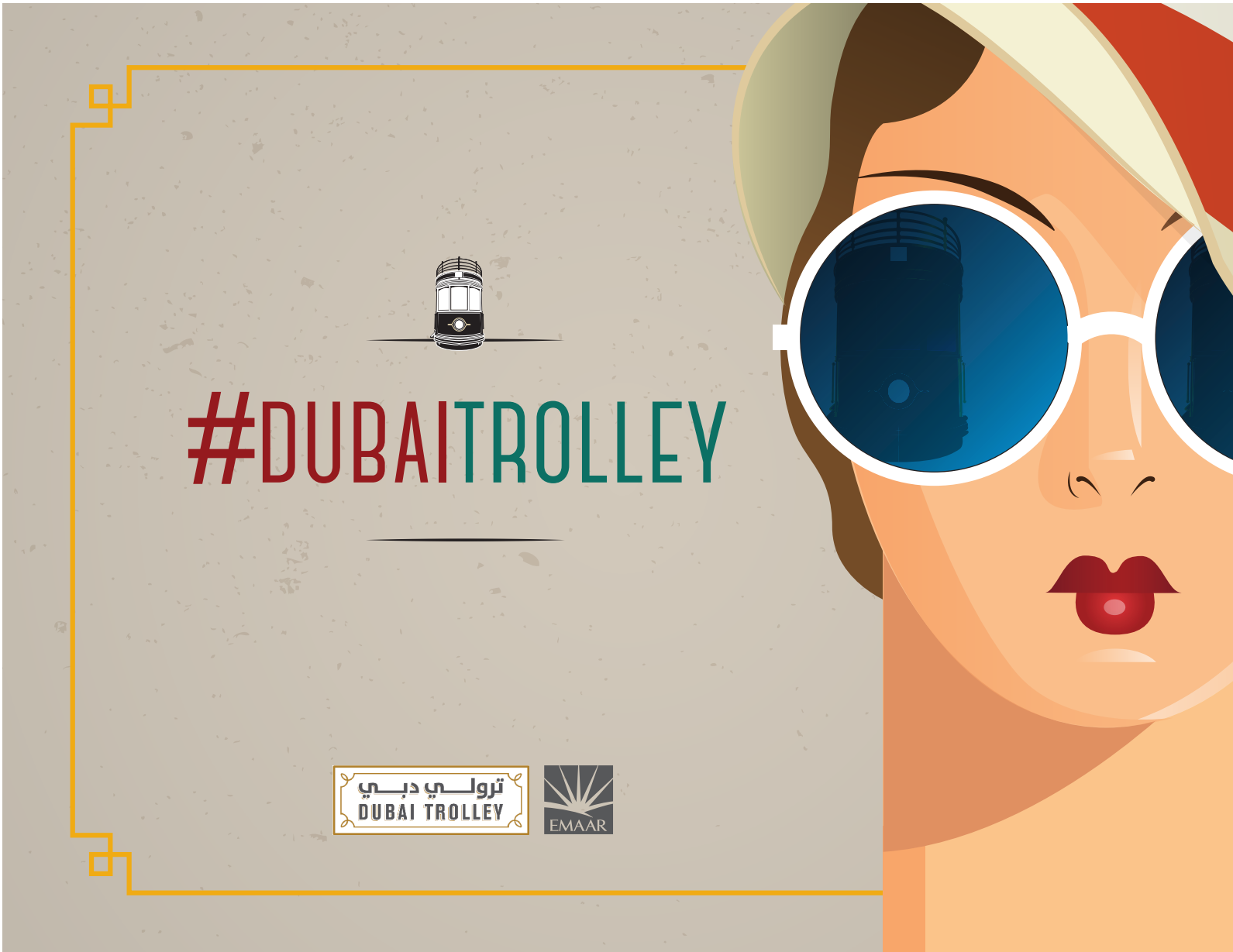
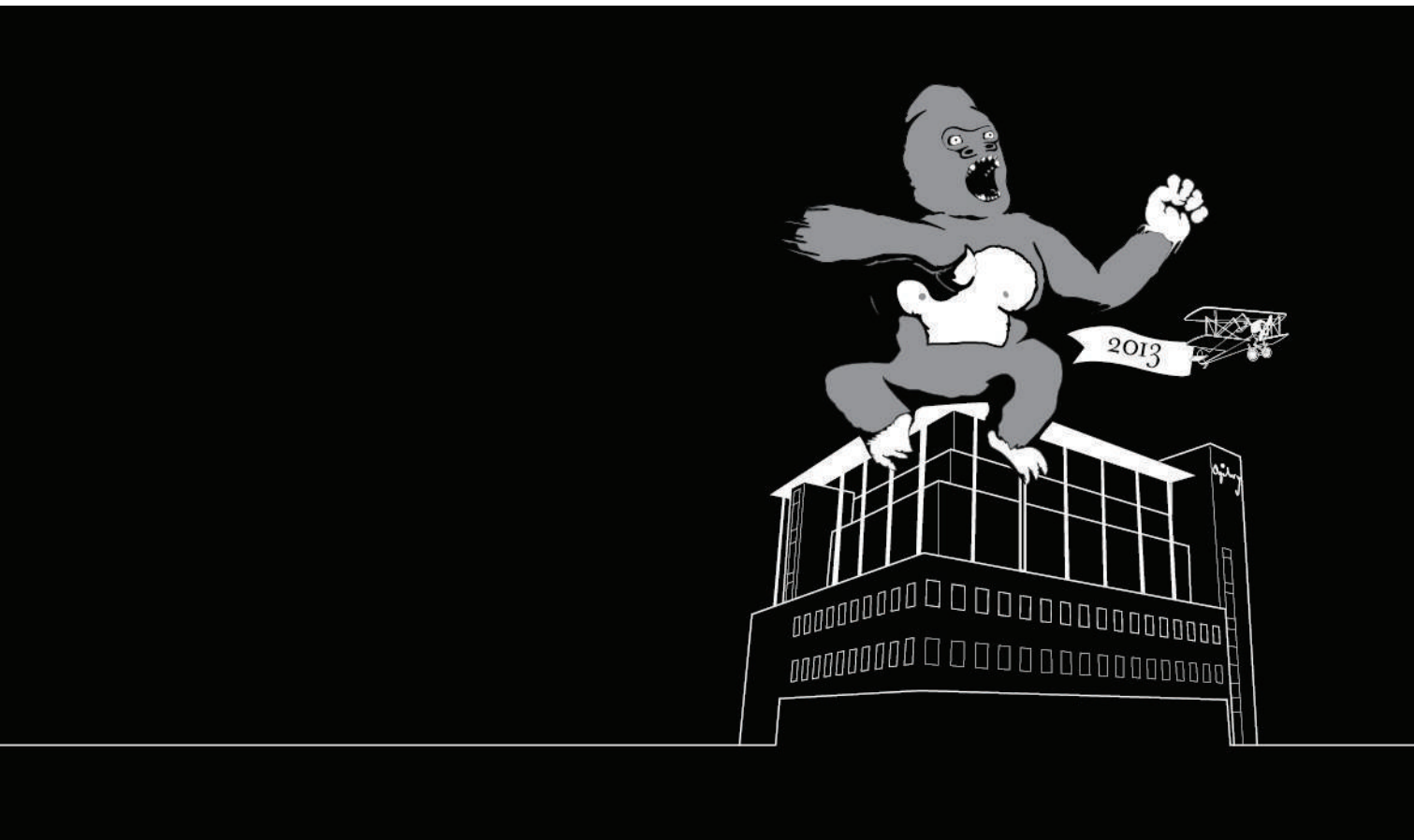
WALL MURAL
POSTER

DESCRIPTION

Still drawings for all kinds of venues, from newspapers, magazines, and books, to online ads, packaging, and something as simple as greeting cards.

01	Ogilvy
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CLIENT:
Ogilvy Cape Town
King of the World...
Ogilvy Rated #1 agency in South Africa.
One of the top agencies of the world.



02	Dubai Trolley
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CLIENT:
Emaar
Symbolising the luxury, leisure and glamour that is synonymous with the Art Deco era. A fashionable, liberated woman is depicted to symbolise the original Art Deco fashion icons such as The Flapper,

typo graphy

DESIGN
ART DIRECTION
CONCEPT

DESCRIPTION

Typography often seems like it has its very own language, full of serifs, strokes, and swashes.

A visual communication, arrangement of the text is known as typography and it's an important part of many different styles of art and communication. Broadly speaking, typography is the way that text is arranged and presented.

TOOLS
ADOBE PHOTOSHOP
& ILLUSTRATOR



01

The Guru

CLIENT:
Sun International

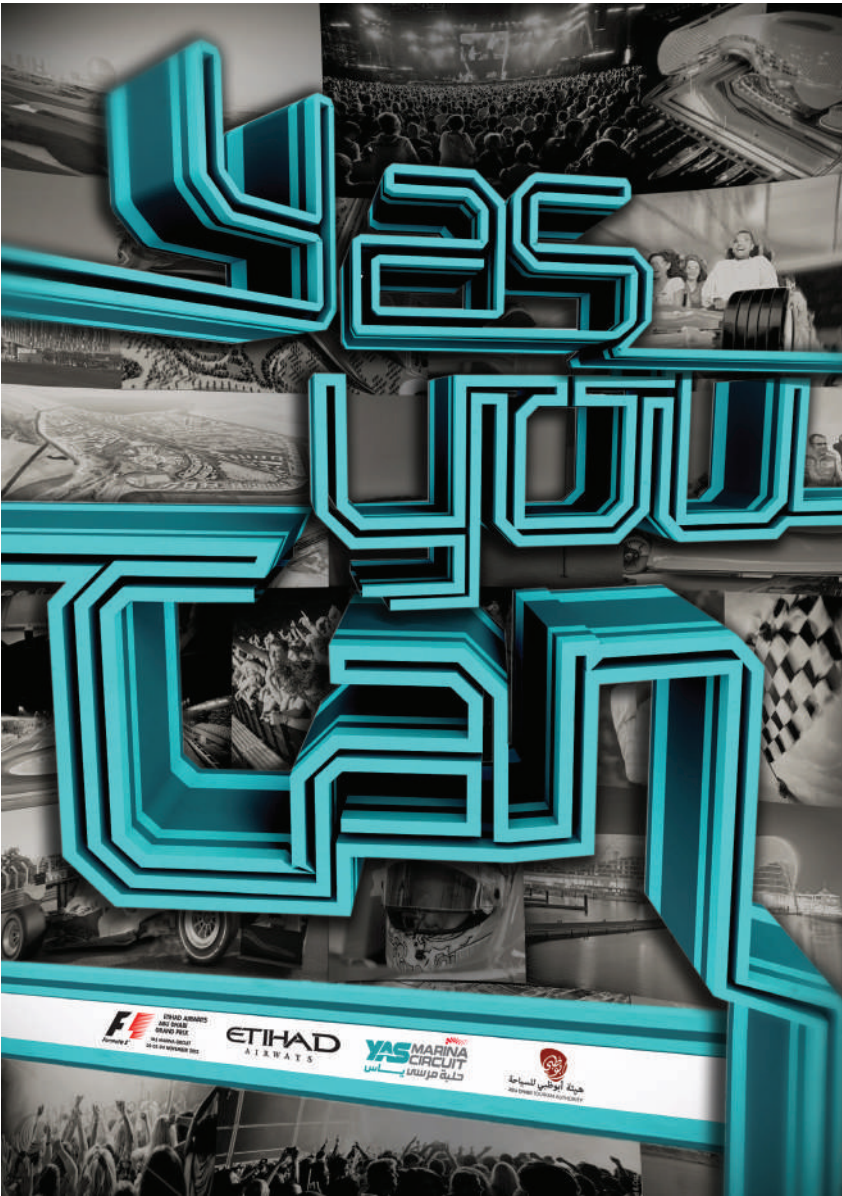
Recruit most practical problem solvers, I've designed a campaign to appeal to the off the wall, out of the box, creative spirit in all geniuses.

A full 360-degree communication.

02	Yas Marina Circuit
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CLIENT:
Abu Dhabi Tourism Authority

Using a dynamic, 3D graphic type that captures the speed and movement of Formula 1. The type design will utilize the colours of the Yas Marina Circuit, with the shapes leading off of the letters resembling a racetrack.



03	Touareg
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CLIENT:
Volkswagen

The new Touareg with so many features came to lead this concept before its full reveal.

car branding

DESIGN

DESCRIPTION

Vehicle branding is a great way to create a huge impact on thousands of potential viewers every day.

Design graphics for vehicles, don't just aim to improve the look of a car, a van or a truck. We strive to use that vehicle as a media channel that can send a clear message to a specific target audience.

TOOLS
ADOBE PHOTOSHOP
& ILLUSTRATOR

01	CoreServ
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CLIENT:

CoreServ

FM service vehicle showcasing the brand identity and becoming a moving billboard competing with the other FM giants.



02	Aamarok Spirit of Africa
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CLIENT:

Volkswagen

This ultimate 4x4 driving challenge is named "The Spirit of Amarok" for good reason. "Amarok" is the giant Wolf of ancient Inuit mythology. This is a very fitting symbol of the qualities of patience, strength and determination that the winning team must demonstrate to be named the toughest amateur off-road drivers in the world.

LINK:

<https://www.youtube.com/watch?v=3GjAlVgfPow>

TOOLS
ADOBE PHOTOSHOP
ILLUSTRATOR &
INDESIGN

booth & events

DESIGN
CONCEPT
BRANDING

DESCRIPTION

Envision the final product as an extension of the brand.

Worked with many exciting briefs and generated awesome concepts to help push not just the message but the brand as well.

Headed many expo's and events beyond the list below. I worked on a Jaguar launch, Castle Lager KKNK festival, BP Mothers Day Concert and Volvo Ocean Race.



01	ADTA Booth
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CLIENT:
Abu Dhabi Tourism Authority

For the walls of the Abu Dhabi Tourism stand, we have used "Glittering Sand" with the "Brand Stencil" in a matt varnish finish.

Also, used accents of white in the carpet and next to the proudly displayed tourism campaign.

02	Abanos Stand
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CLIENT:
Abanos

A joinery and fit-out company with a diverse portfolio showing their potential in just a glance.



03	CoreServ Booth
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CLIENT:
CoreServ

Clean and simple approach at the FM Expo Dubai. Showcasing not only the brand but zero clutter as a hidden storage unit with easy access was built within the booth itself.



04	Wine Week
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CLIENT:
African Eastern

Raise your glass to Dubai's Wine/Vine Week celebrating all things red, white and rosé.

The chance to experience the world's most exclusive and delectable tastes as some very special bottles are opened in many more venues across UAE.

LINK:
<https://bit.ly/2GX7mQe>



05	bubblicious
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CLIENT:
The Westin

An exceptionally extraordinary Dubai Brunch Collection. Take your pick from a selection of chic, casual and concept brunches, designed to deliver moments of pure delight for friends, family and you.

LINK:
<https://www.youtube.com/watch?v=UBoHMohlUrs>



www.alexistitus.com

Senior Art Director & Graphic Designer
with + 12 years experience.