

ALEXIS STEVE TITUS

Senior Art Director & Graphic Designer

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Dubai, United Arab Emirates

PROFESSIONAL SUMMARY

I'm an experienced specialist in creative direction, strategic concept development, integrated campaign development, retail design, brand identity development as well as digital and social media design. I enjoy strategic thinking and problem-solving. My out-of-the-box approach helps me bring innovative ideas and concepts to light. I have strong knowledge of typography, image manipulation, illustration and animation.

CORE QUALIFICATIONS

- Expert in art direction.
- Advanced skills in design and typography.
- Excellent strategic and conceptual thinking skills.
- Deep understanding of target audiences and client marketing requirements.
- Excellent knowledge of Microsoft Office, Adobe Creative Suite: Illustrator, InDesign, Photoshop, Lightroom and Premier Pro.
- Strong communicator.
- Efficient team management skills.
- Ability to multi-task and work efficiently under pressure.
- Methodical and great problem solver.

EXPERIENCE

SENIOR ART DIRECTOR & GRAPHIC DESIGNER

Jan 2019 - Present

Freelance (UAE)

Worked with a range of advertising agencies, such as PaperPlane FZ LLE, Mindshare Advertising LLC, Tonic International LLC and Expomobilia MCH Global ME Live Marketing LLC. Had the chance to work alongside and manage several creative teams on a multitude of projects varying from major events such as EXPO 2020, social media campaigns, branding and design solutions for brands such as Audi, Bic, Evian and Ithra Dubai.

LEAD CREATIVE

Mar 2017 - Dec 2018 (1 yr 10 mos)

ECC Group (UAE)

In-house lead creative handling the accounts of the six companies under ECC group, a leading engineering and contracting company. My main duties consisted of:

- Creating new brand identities and strategies for for the different entities and projects under to the group.
- Design and strategy for social media campaigns, events and competitions.
- Website design, booklets and brochures creation.
- Vehicle and uniform branding and design.

SENIOR GRAPHIC DESIGNER

Apr 2014 - Mar 2017 (3 yr)

Cre8 (UAE)

Cre8 is a boutique design studio with a client portfolio that covers retail, hospitality, events and real estate. My main duties consisted of:

- Creating brand identities.
- Designing and building websites.
- Designing brochures, print campaigns, outdoor campaigns, in-store branding, etc..
- Creating online marketing campaigns.

GRAPHIC DESIGNER

Mar 2013 - Mar 2014 (1 yr 1 mos)

Cheil MEA (UAE)

Cheil MEA is a an award winning marketing agency with branches across the globe. The Dubai office is the head quarter for the middle east region. My main duties at Cheil consisted of:

- Conceptualising and development of 360 campaigns.
- Creating media campaigns for ATL and BTL advertising.
- Brand identity design.
- Event and promotion design.
- Brochures, print campaigns, outdoor campaigns and in-store branding design.

ART DIRECTOR & GRAPHIC DESIGNER

Sep 2009 - Mar 2013 (1 yr 7 mos)

Ogilvy Cape Town (RSA)

Ogilvy South Africa is an industry leader advertising agency, focused on building and transforming brands. My main duties at Ogilvy consisted of:

- Supporting the Creative Team with creative solutions for multiple projects.
- Revamping and creating new brand identities for existing and potential clients.
- Designing brochures, print campaigns, outdoor campaigns, in-store branding, etc..
- Television commercials concepts and storyboarding.

ART DIRECTOR & GRAPHIC DESIGNER

Sep 2008 - Aug 2009 (1 yr)

Zoom Advertising (RSA)

Zoom Advertising is a multi-media agency with a portfolio mainly focusing on retail brands. My main duties were:

- Creating eye-catching media for in-store and magazine.
- Designing creative brand identities.
- Concept development.

ART DIRECTOR & GRAPHIC DESIGNER

Nov 2007 - Sep 2008 (11 mos)

Ogilvy Cape Town (RSA)

Ogilvy South Africa is an industry leader advertising agency, focused on building and transforming brands. My main duties at Ogilvy consisted of:

Branding for events.

Brochures, print campaigns, outdoor campaigns and in-store branding design.

Conceptualising and development of 360 campaigns.

EDUCATION

BA, Creative Brand Communication (2005 - 2008)

AAA School of Advertising | Cape Town, South Africa

Senior Certificate, Endorsement (1998 - 2004)

Fairmont High School | Cape Town, South Africa

OTHER

Small Business Management & Entrepreneurship 2002

Further Education & Training Cape Town, South Africa

Exchange Program 2003

CEPB Asuncion, Paraguay

LANGUAGES

English Mother tongue.

Afrikaans Spoken and written.

**** Reference letters available upon request**