



Emad Khourfan

Creative Director

📍 Dubai - United Arab Emirates

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Work Proficiency)

Arabic (Native)

About

I am a highly experienced Creative Director with over 20 years of experience in the design industry. My expertise covers a wide range of fields, including brand identity and concept designs, publishing, live, hybrid & virtual events, and immersive technologies & production. I have developed a unique set of skills that have enabled me to make an impact in the industry.

I am passionate about creating innovative and impactful designs that are visually appealing and effective in communicating the desired message. My experience in developing successful branding campaigns has allowed me to develop a keen eye for detail and an ability to think outside the box when it comes to problem solving. I have a strong understanding of the importance of creating memorable experiences for clients and audiences alike.

I am highly organized and have excellent communication skills which enable me to work effectively with teams of all sizes. I am comfortable working independently or collaboratively depending on the needs of the project. My attention to detail ensures that projects are completed on time and within budget while still maintaining high standards of quality.

BRANDS WORKED WITH

Artaaj

Mcl Middle East

Tharawat Media

The Media Factory

Experience

● Creative Director

Mcl Middle East | May 2015 - Now

- Provide creative leadership including ideas and design direction to the team.
- Responsible for connecting the creative approach to the business strategy.
- Working with creative teams, guides the concept creation and sets the creative direction.
- Responsible for supporting the account services and operations teams in managing senior client relationships, creating workflow efficiencies, managing budgets, developing creative guidelines and providing full-service support to clients.
- Ability to convincingly present creative concepts to all parties.
- Exhibit outstanding creative judgment and guide the creative services team in achieving the highest possible standards appropriate for all materials regardless of medium through hands-on coaching and mentoring.
- Obtains a working knowledge of clients' business challenges and leads innovative and conceptual solutions to address those challenges, getting personally involved on high profile and complex creative challenges.
- Develop concepts for events and promotional campaigns
- Pitch ideas to clients along with sales team
- Lead multiple projects from conception to completion in accordance with deadlines
- Hire, develop and manage the creative team
- Select external suppliers when necessary
- Negotiate with clients to amend ideas in line with their wishes and explain what is and is not possible

● Senior Art Director

Artaaj | Sep 2012 - Jun 2015

● Creative Director

Tharawat Media | Sep 2011 - Sep 2013



- **Art Editor**

The Media Factory | Sep 2006 - Sep 2011