



Wael McKee

Creative / Art Director

“ Artistic sense with creativity give me all the options. Design skills lead me to choose the proper one and visualize it while communication skills make it all a career for me ”

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Profile

Date of Birth: April 6th 1987
Place of residence: Dubai, U.A.E.
Current Role: Creative Director

Education

2010 - Faculty of Economics,
University of Aleppo, Syria
Bachelor's
Management Information Systems (MIS).

Languages

English - Fluent (Reading - Writing - Speaking)
German - Basics (Reading - Writing - Speaking)
Arabic - Native Language

Experience

2015 - Present	<p>Creative Director <i>Scratchlines - Ideas Within</i></p> <ul style="list-style-type: none"> □ Lead creative sessions for project kick-offs and manage projects from concept through completion. □ Creative programs & design concepts to meet the objectives of the organization and brand strategy. □ Establish creative direction for the entire line of online services and programs. □ Supervise and inspire the creative team of vendor partners; generate concepts for a campaign or project □ Work with the account team and strategy team to develop concepts and manage team members. □ Provide quality control over concepts and projects,
2014 - 2015	<p>Creative Director / Business Development Manager <i>Site Global - Marketing Consultants</i></p> <ul style="list-style-type: none"> □ Set targets and performance reviews. □ Lead creative sessions for project kick-offs and manage projects from concept through completion. □ Analyze market strategies, deal requirements, potential, and financials; evaluate options. □ Establish creative direction for the entire line of printed services and utilities. □ Creative direction, media planning and production management. □ Contract review with potential clients. □ Negotiate strategies and positions by studying integration of new venture with company strategies and operations. □ Examine risks and potentials; estimate partners' needs and goals. □ Communicate potential partners; discover and explore opportunities.
2012 - 2014	<p>Art Director <i>Site Global - Marketing Consultants</i></p> <ul style="list-style-type: none"> □ Follow up new business opportunities and set up meetings. □ Plan and prepare presentations. □ Communicate new product developments to prospective clients □ Develop interactive, print and broadcast communications, including website, social media, e-marketing, corporate identity, sales collateral, trade shows, direct mail, signage, collaterals, stationery, newsletters, catalogs, presentations and POS for the Company. □ Brand consulting, creative direction and design for client and agency assignments. □ Produce breakthrough creative from concept to completion that is on target. Copywrite brand advertisements both global and local for Arabic versions as per Dubai Municipality's rules and regulations.
2011 - 2012	<p>3D & Graphic Designer <i>Addtones Advertising</i></p> <ul style="list-style-type: none"> □ Design 3D exhibition stands & kiosks and finalize it with lightings and materials. □ Create walkthrough 3D presentations for the stands. □ Branding and corporate identity.
2009 - 2011	<p>Graphic Designer <i>Al Baba Book Publisher</i></p> <ul style="list-style-type: none"> □ Illustrate and colorize sketches. □ Design layouts and book covers. □ Translate stories from Arabic to English in regards with the age of the reading kids.

Freelance Achievements

- Web designer and finalizer in Impact BBDO Proximity (Dubai – Emirates Towers) (MountainDew official Facebook page – Yahoo!Maktoub Ramadan flash banners design) 2012.
- 3Ds MAX private tutor 2006-2010. Adobe Photoshop private tutor 2004-2012.
- Adobe Illustrator private tutor 2010-2011.
- Designed 3D perspectives and prepared presentations for Architectural engineering projects (2008-2010).
- Designed, wrote content of company profile and website for LondonShow Perfumes LLC, UAE (2012).
- Designed 3D exhibition stands for UBER FZE for High-end gaming and IT products (2011-2012).
- Designed and developed 3D walkthrough presentations (Videos & Interactive) for architectural projects 2009-2012.
- Translated over 50 books (stories, scientific, catalogues, profiles ..etc.) English to Arabic & vice versa 2004-2011.
- Prepared & Designed academic graduation projects for architecture and fine arts (exterior and interior designs) 2006-2010.
- Computer principles and Windows applications private tutor 2006-2010.
- Prepared & developed graduation projects & surveys (Academic) in Visual Basic and Visual C# .NET 2006-2010.
- Analyzed, Prepared & developed a store management system for stores of faculty of economics as a graduation project to get Bachelor's in MIS 2010.
- English language private tutor 2004-2011.
- Webmaster of al3lom.com for scientific articles 2008.

Skills



References

Available upon request