



# Mohammed Sharaff

Senior Art Director | 15+ Years of Experience | Creative Leadership & Innovation

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Dubai, United Arab Emirates

Senior Art Director with 15+ years crafting impactful visuals across brand design, events, and digital media. Led design for the Ministry of Education's online curriculum during COVID, boosting student engagement. Skilled in 2D/3D design, animation, and video production, with a talent for translating complex ideas into clear visuals.

## Core Competencies

- Brand Design
- Graphic Design
- Event And Exhibition Design
- Motion Design
- 3D Design
- Illustration
- Sound Design
- Web Design
- Experiential Design
- Multimedia Marketing Communications

## Skills

### Technical

- Concept Development
- Concept Design
- Brand Development
- Brand Experience
- Brand Guidelines
- Creative Direction
- Art Direction
- Corporate Communication Design
- UI/UX Design
- Adobe Creative Cloud
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Adobe XD
- Adobe Dreamweaver
- Adobe Animate
- Google Sketchup
- Blender
- Figma
- WordPress
- HTML and CSS
- Web Development
- Search Engine Optimization (SEO)
- Web Design and Prototyping
- Typography
- Photography
- Video Production
- Motion Graphics
- Wireframing
- Infographics
- Copywriting
- Project Management
- Microsoft Office
- Information Technology

### Professional

- Adaptability
- Persuasive Speaking
- Collaboration
- Account Management
- Client Rapport
- Staff Training And Development
- Cross-Cultural Communication Skills
- Attention to Detail
- Creative Presentation
- Reliability
- Empowerment
- Openness to Growth
- Emotional Intelligence
- Team Management
- Decision-Making

## Professional History

### Senior Art Director

Ministry of Education, Dubai, United Arab Emirates | Sep 2018 – Apr 2024

- **Oversaw the visual aspects of diverse media disciplines:** Led design, events, and video production within the government communications and educational media department, optimizing media production workflows.
- **Spearheaded art direction for key projects:** Directed the artistic vision for crucial projects, including the development of the KG1–KG2 online curriculum during the COVID-19 pandemic.
- **Contributed to educational event success:** Facilitated and provided art direction for events like GESS Dubai 2022, enhancing their visual impact.

### Senior Art Director

Octopus Advertising, Dubai, United Arab Emirates | Mar 2016 – Jan 2018

- **Conceptualized and executed innovative design solutions:** Consistently generated fresh ideas and concepts to meet client briefs and requirements.
- **Developed diverse visual assets:** Produced a wide range of 2D/3D designs, visualizations, sketches, and storyboards tailored for video and television platforms to effectively communicate concepts.
- **Led creative teams:** Provided clear direction to artists, photographers, and videographers, fostering cohesive project execution.
- **Enhanced Arabic visual communication:** Proficiently crafted Arabic art and typography to enhance visual impact and communication.

### Art Director/Graphic Designer

Morph Collective, Darwin, Australia | Sep 2012 – Mar 2016

- **Led art direction across design projects:** Ensured seamless communication and collaboration between clients, team members, and production staff.
- **Developed future talent:** Recruited and mentored younger students, providing tutoring to cultivate a pipeline of skilled professionals.
- **Ensured Quality Standards:** Provided ongoing guidance to junior designers, ensuring consistently high-quality output for all print and digital media projects.

### Imaging and IT Sales and Marketing Executive

Harvey Norman, Darwin, Australia | Oct 2009 – Sep 2011

- **Developed visually compelling sales tools:** Created structured sales tools with engaging visuals to boost sales team effectiveness and performance.
- **Empowered sales professionals:** Conducted comprehensive training sessions for sales staff, optimizing their sales closing techniques through impactful visual aids.
- **Ensured brand consistency and customer satisfaction:** Managed timely and professional product/service delivery, maintaining high visual standards and customer satisfaction.
- **Showcased products through impactful visuals:** Organized presentations with impactful product demonstrations to drive customer engagement and product understanding.

## Design Tutor (Adobe Creative Suite)

Casuarina Senior College, Darwin, Australia | Jun 2010 – Jun 2011

- **Created Engaging Curriculum:** Developed course materials and designed relevant practical activities to enrich student learning experiences and foster creative development.
- **Mentored Aspiring Designers:** Provided mentorship, guidance, and support to students, nurturing their academic and professional growth.
- **Empowered Skill Development:** Delivered constructive feedback and tailored guidance to individual students, enhancing their design skills and knowledge base.

## Graphic Designer

Uniprint NT | Charles Darwin University, Darwin, Australia | Jun 2009 – Oct 2009

- **Championed Design Knowledge Sharing:** Kept fellow designers informed of the latest software advancements, post-production techniques, and industry trends, fostering a collaborative and innovative team environment.
- **Contributed to Creative Excellence:** Played a key role in developing creative concepts, crafting branding strategies, and creating impactful illustrations.
- **Ensured Print Production Success:** Maintained seamless communication with print production personnel to guarantee smooth collaboration and achieve top-quality printed materials.

## Graphic Designer

Northern Australia Computer Associates, Darwin, Australia | Feb 2007 – Jun 2009

- **Conceptualized and Designed Visual Content:** Created high-quality graphics across diverse media, including page layouts, email designs, websites, static & dynamic banners.
- **Developed Impactful Marketing Materials:** Designed impactful print and web marketing materials to effectively engage target audiences.
- **Produced Digital Illustrations:** Created engaging digital illustrations for various print and web applications.
- **Executed professional Photography Sessions:** Skillfully arranged controlled lighting set ups and executed photography sessions to capture compelling images for print and web projects.

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## Education

### Associate Degree (AD), Multimedia Design and Communication

Charles Darwin University, Darwin, Australia | 2005 – 2007

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## Additional Information

### Nationality

Australian

### Languages

Bilingual Proficiency (Arabic, English)