

Muhammad Uzair Khan

ART DIRECTOR | CAMPAIGN & SOCIAL-FIRST CREATIVE | MENA

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In Rawalpindi, where I grew up, men paint their trucks floor to ceiling. Florals, mirrors, calligraphy, colour on colour. No brief, no client, just one belief: if people are going to look, give them something worth seeing.

I'm Uzair, a self-taught Art Director in Dubai with six years across Ogilvy, BBDO and Inhaus Digital. I take brands from concept to feed: building the idea, setting the visual system, then directing design, motion and production until the craft holds up. That standard never left me.

PROFESSIONAL EXPERIENCE

Art Director

July 2023 – Present

Inhaus Digital · Dubai, UAE

- **Scale Creative Team From 5 to 15 Members Through Pitch-Led Growth:** Drive team expansion by delivering high-impact pitch presentations that secure new business and increase creative capacity.
- **Secure Major Regional and International Accounts:** Win clients including Cupbop, ILIOS, Nalu, Cinema City, Al Masood, and Emaar through concept-driven presentations aligned with brand and market positioning.
- **Direct Insight-Driven Campaigns for Cinema City and Emerging Brands:** Lead creative development of “Memories Can’t Wait,” repositioning the brand through culturally relevant storytelling rolled out across film, cutdowns, and social.
- **Deliver AI-Integrated Campaign Driving 300+ Launch Event Attendees:** Conceptualise and execute Cupbop launch campaign using AI-generated visuals and social-first storytelling to generate organic engagement.
- **Lead Brand Identity Development for Multiple High-Growth Businesses:** Build foundational visual systems and positioning strategies for emerging brands, enabling consistent market presence and scalability.
- **Advance Motion Design and Visual Storytelling Across Campaign Assets:** Produce end-to-end animation and video content strengthening campaign narratives and audience engagement.

Freelance Art Director

March 2023 – July 2023

BBDO & Inspiratus · Dubai, UAE

- **Delivered Motion Design and Campaign Assets for Leading Agencies:** Created animation, website visuals, and pitch materials for brands including XPark Dubai, Skydive Dubai, and Saudi Tourism.
- **Supported High-Profile Event Launches Through Creative Execution:** Designed motion and visual collateral for Snow Abu Dhabi and Majid Al Futtaim events, contributing to cohesive brand experiences.

Design Lead

August 2022 – February 2023

Muawin · Lahore, Pakistan

- **Built Complete Brand Identity System From Ground Up:** Established visual language, brand positioning, and design standards defining market presence and supporting business growth.
- **Positioned Brand Through Purpose-Driven Campaign Strategy:** Developed Independence Day campaign highlighting financial accessibility for underserved workers, strengthening brand relevance and outreach.
- **Aligned Creative Direction With Business Objectives:** Translated product vision into cohesive design systems and campaign outputs reinforcing brand credibility and user trust.

Art Director / Graphic Designer

August 2020 – July 2022

Ogilvy · Islamabad, Pakistan

- **Delivered Award-Winning Campaigns Recognised by Effie and One Show:** Contributed to Easypaisa campaigns including Phatta Note and Eidipaisa, earning multiple industry awards across finance and marketing categories.
- **Translated Cultural Insights Into High-Impact Campaign Concepts:** Developed creative rooted in behavioural and cultural observations to drive digital payment adoption and audience engagement.

EDUCATION

Bachelor of Science in Computer Science

COMSATS University · Pakistan · 2016 – 2020

AWARDS & HONOURS

- **Campaign Middle East – Faces to Watch 30 Under 30 (2025):** Selected as a high-potential creative leader shaping the future of advertising in the MENA region.
- **4x Effie Awards Pakistan – Gold (2021):** Delivered marketing effectiveness across Seasonal, Topical, Disruptor, and Finance categories for Easypaisa, demonstrating measurable impact at scale.
- **Dubai Lynx – Top 20 Graduate (2024):** Chosen from a competitive pool of emerging creatives for advanced industry development and creative excellence.
- **PAS Awards – Silver, Finance Category (2021):** Recognised for Phatta Note, a culturally driven campaign advancing digital payment adoption through behavioural insight.
- **Ad Stars – Crystal Award, Branded Video (2020):** Honoured for excellence in storytelling and execution within competitive international creative work.
- **The One Show – Recognition (2021):** Contributed to Easypaisa campaign work evaluated among top-tier international creative standards.

CORE COMPETENCIES & TOOLS

Creative Direction & Art Leadership: Campaign Development, Visual Storytelling, Concept Development, Brand Strategy, Creative Execution

Social Media & Content Strategy: Instagram Strategy, Reels Design, Content Calendars, Social Campaigns, Platform-First Creative

Motion Design & Animation: After Effects, Video Editing, Animation, Compositing, Motion Graphics, Storyboarding, End-to-End Production

Design & Creative Tools: Adobe Photoshop, Illustrator, InDesign, Creative Suite, Visual Design Systems

Pitch Strategy & Presentation: Pitch Deck Creation, Concept Visualization, Client Presentations, New Business Strategy, Narrative Structuring

Branding & Identity Development: Brand Positioning, Visual Identity Systems, Design Frameworks, Brand Guidelines, Market Differentiation

AI & Creative Technologies: Midjourney, Adobe Firefly, Weavy, Higgsfield, Google Gemini, Claude, Generative Design, AI-Enhanced Workflows

LANGUAGES

English – Fluent **Urdu** – Native