

Simon Khalil

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SUMMARY

Multi award winning senior creative director with over 20 years of experience in advertising, marketing and publishing leading an in-house agency and delivering world-class design across digital and print. Career to date clearly demonstrates:

- Extensive experience in developing brands and growing audiences and customers.
- A proven track record of successfully juggling internal client needs with the pressure to deliver large volumes of content to tight deadlines at world-class standards.
- Significant experience leading and developing large creative teams to win over one hundred design industry awards as well as securing personal industry recognition for a variety of projects, visual identities for major events and special coverage for global consumer brands.
- Successfully leadership and management of teams through periods of organisational change.

EXPERIENCE

YAP 2022- Present Chief Creative Officer (2022 – Present)

Global Creative Director (2022)

Key responsibilities

- Developing creative strategy for the YAP brand globally (UAE, KSA, Pakistan and Ghana) and for specific products including VOLT Payroll and YOO Token (UAE).
- Leading the global inhouse creative team on global advertising campaigns, marketing, branding, events, and partnerships.
- Developing an inhouse agency revenue stream to create content for new clients.
- Producing advertising and marketing campaigns for third parties.
- Initiating TVC and content ideas and writing scripts, storyboards and signing off on all video output across the brand.
- Directing photo and video shoots.
- Copywriting for advertising campaigns and marketing comms.

ARAB NEWS

Consultant Creative Director 2022 – Present *Key responsibilities*

- Creative direction for special projects, new products and special coverage.
- Collaborating with external suppliers and commissioning specialist design work from illustration to animation.

Global Creative Director 2018 – 2022 *Key responsibilities*

- Leading and directing the design strategy and visual development of the brand in established and new markets, including but not limited to:
 - Launching Arab News Japan, a Japanese language brand, and Arab News En Français. ○ Leading the successful implementation of a major redesign, across print and digital. ○ Managing the creative demands of numerous internal stakeholders which include but not limited to the executive team, senior editors and section heads.
 - Directing multi-platform editorial projects for major events in The Middle East. ○ Launching and leading design on Arab News Deep Dives, immersive multimedia stories using long form software called Shorthand.
 - Head of video initiating editorial ideas and directing scripts, storyboards and signing off on all video output across the brand.
 - Directing photo and video shoots, collaborating with external suppliers and commissioning specialist design work from illustration to animation.
- Developing the editorial infrastructure and operations for the creative team globally in bureaus across the world, including:
 - Improving infrastructure across the brand, in particular the main creative hubs in Jeddah, London, Dubai and Islamabad.
 - Educating and developing design and visual skills across all departments with regular training presentations and workshops
 - Developing basic typographical and fundamental design rules across the creative team globally to align design excellence
 - Setting clear direction, objectives and performance targets aligned to Arab News strategy on a regular basis
 - Developing a comprehensive style guide and ensure proper implementation with third party vendors and clients
- Developing marketing and commercial opportunities with external clients to enhance revenue at Arab News.

TELEGRAPH MEDIA GROUP (TMG) 2000-2018

TMG

Group Art Director / Acting Creative Director 2014-2018 *Key responsibilities.*

- Leading the implementation of a major redesign, ensuring all design output adhered to the new design styles and guidelines

- Leading and directing the design strategy and operations for all fashion and feature's pages and lifestyle sections of The Daily Telegraph and The Sunday Telegraph, including development of design solutions for seamless transition of print content across on-line, mobile and tablet ensuring efficient delivery of content to the highest design standards.
- Presenting and championing a continuous pipeline of innovative and practical design solutions to internal stakeholders (including the executive team, senior editors and section heads) while managing expectations and creative demands appropriately, subject to time and budget available.
- Directing photo shoots and commissioning illustrators, animators, photographers, and videographers.
- Collaborating with and supporting the marketing and commercial teams on content strategy solutions for external client briefs that require editorial design elements, presenting ideas to client when appropriate.
- Setting clear direction, objectives and performance targets aligned to TMG strategy on a daily basis.
- Managing the creative team through a period of significant change, including a major restructure, utilising 360 feedback to enhance own and team performance.

THE DAILY TELEGRAPH

Art Director, 2008-2014 *Key responsibilities.*

- Leading and directing the daily and weekly design and operations for all Daily Telegraph sections, including:
 - Successfully redesigning and re-launching The Daily Telegraph Sport section for the Brazil World Cup.
 - Leading the newspaper design team transition from a six day to a seven-day integrated operating model.
 - Contributing significantly to the full colour redesign in 2011, including recommending where and how to use colour.
- Directing the design and operations for The Sunday Telegraph (in addition to The Daily Telegraph) for 6 months in 2014.
- Hands-on designing and orchestrating of all Daily Telegraph sections and pages during major events and breaking news: for example Royal Wedding, London Olympics, death of Bin Laden, US and UK elections, Annual Budget, London riots and the MP expenses scandal, which secured DT several British Press Awards including National Newspaper of Year, Supplement of the year and Scoop of the Year (2009).

Art Director, Features and supplements 2005-2008 Acting Deputy Art Director 2005 Art Editor, News and Business sections 2003-2005 Art Editor, Weekly supplements and City Office 2001-2003 Art Editor, DotCom Telegraph 2000–2001

THE WESTERN MAIL

Senior Designer 1999-2000

BRECON & RADNOR EXPRESS

Assistant Editor 1999

BBH ADVERTISING AGENCY

Copywriter for TV, billboard & print advertising 1998

TRIANGLE COMMUNICATIONS

Art Director for integrated advertising campaigns 1998

ARAB NEWS AWARDS (Selection)

Secured **94** design industry awards in 4 years, including:

- 27 European Newspaper Awards of Excellence
- 15 Society for News Design (SND) Awards of Excellence
- 7 WAN-IFRA Awards including 2 Gold Awards
- 5 Society of Publication Designers (SPD) Awards, including 1 Silver Medal
- 12 Indigo Design Awards including 3 Gold Awards

HONOURS

World Illustration Awards 2019

Judge in Editorial Category

Society for News Design - SND 42nd Edition

Judge in World's Best Designed Newspaper Category

Society of Publication Designers - SPD57 & SPD58

Judge in Best Design Category

TRAINING & SKILLS

Managers and Leadership Programme, TMG Jun-Nov 2014 Fully proficient on DTI, TMG's editorial system

Fully proficient in CHP, TMG's content hub

Fully proficient in the Adobe InDesign, Photoshop and Illustrator

Sound understanding of IPSO Editors' Code of Practice

Fully proficient in Shorthand immersive digital platform

EDUCATION

Buckinghamshire College of Higher Education 1996-1999 2:1 BA (Hons) Graphic Design and Advertising

Carmarthenshire College of Technology & Art 1995 Foundation in Art & Design Diploma

REFERENCES

Available on request