



Loeries

Shortlist / 2025/ Social Media Campaign
Shortlist / 2025/ Geo Targeting Creativity

Clio

Silver / 2024 / Brand Promotion
Bronze / 2024 / Partnership & Collaboration
Bronze / 2022 / Partnership & Collaboration
Bronze / 2019 / Student Innovation

Muse

Platinum / 2023 / Integrated Marketing - Brand Partnerships

Effies

Gold / MENA 2023 / Brand Integration & Entertainment Partnerships
Silver / MENA 2023 / Marketing Disruptors
Silver / MENA 2023 / Media Idea

SMARTIES

Gold / KSA 2023 / Co-branded Marketing
Gold / KSA 2023 / Omnichannel Marketing
Gold / KSA 2023 / Cross Digital Media Marketing
Gold / KSA 2023 / Product Launch
Gold / KSA 2023 / Brand Experience

Dubai Lynx

Shortlist / 2023 / Use of Channel Integration
Bronze / 2022 / Packaging Design
Shortlists / 2022 / Point of Sales, Consumer Touchpoints,
Use of Ambient Media

Cresta

Bronze / 2021 / Brand Purpose
Bronze / 2021 / Direct
Bronze / 2021 / Packaging

AdStars

Bronze / 2021

Young Lions UAE

Silver Winner / 2023

D&AD

Wood / D&AD 2020 / New Blood
Graphite / D&AD 2019 / New Blood

ADC

Merit / Global 2020 / Young Ones
Merit / Global 2019 / Young Ones

One Show

Bronze Pencil / 2019 / Young Ones



clients

Disney+ / Netflix / Lay's / Samsung / Citroën /
Mall of Emirates / MDLBeast / Imkan / Bloom



skills / languages

English / Russian
Русский / Английский

AI Photo & Video Prompting / Photoshop /
After Effects / Illustrator / InDesign /
Premiere Pro / Keynote / Google Suite



education

Miami Ad School Madrid

Art Direction Program / 2018 - 2020

University of Westminster London

BA (Hons) Graphic Visual Communication /
2015 - 2017

University for the Creative Arts Canterbury

Certificate of Higher Education in
Visual Communication / 2014 - 2015

Anglia Ruskin University Cambridge

Fine Arts Foundation Diploma / 2013 - 2014



experience

Science & Sunshine Dubai

Senior Creative / 2022 - now

- worked on Samsung social campaigns during football season across multiple product divisions
- created a series of social films for Disney+
- developed 360° campaigns for Lay's and PepsiCo to launch F&B products
- worked on Netflix show launches through on-ground activations, digital campaigns, and social content
- supported property launches for Imkan and Bloom through film, OOH, and social content
- grew social presence for brands such as Citroën and MDLBeast, including promotion of the Soundstorm and Balad Beast festivals
- contributed proactive ideas and pitches within the team
- conceptualized stunts for product launches
- developed identities for various brands

MullenLowe Dubai

Art Director / Designer / 2020 - 2022

- worked on fashion campaigns for Mall of the Emirates and created campaigns to launch new spaces within the mall
- developed proactive concepts for causes such as food waste for the Emirates Red Crescent and cyberbullying awareness
- developed identities and packaging for various brands

Ogilvy New York

Art Director / Designer Intern / 2019

- created event graphics as part of a team for Citizens Bank's campaign featuring Questlove and The Roots
- worked on the campaign for Champix
- our team performed a design audit of Instagram, evaluating visual identity, competitor landscape, and brand presence across multiple categories
- explored visual directions for Samsung product launches and presentations

UncleGrey Copenhagen

Art Director Intern / 2019

- worked on a variety of creative briefs for Bolia and Canon
- developed the storyboard for a music video for Somersby
- assisted in development of various OOH formats for Weber

MullenLowe LOLA Madrid

Art Director Intern / 2019

- worked on a variety of creative briefs for Burger King, creating illustrations and concept boards
- developed a storyboard for a macro-shoot campaign for Magnum
- assisted with branding and identity presentations, and prepared files for the production studio for San Miguel

ADELA FATALIYEVA

senior art director / creative

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