

WAQAS AMIN PATEL

An Award Winner Senior Creative Manager

*A great idea involves great design, it's rarely
the other way around – and it should not be.*

PROFILE

Over 10+ years experienced Creative Manager / Brand Developer from the GCC. Currently working in the as a **Creative Manager** in of the **Giga Project** by Public Investment Funds **"The Red Sea Development Company**.

In this highly challenging creative and media field, I incessant search for perfection became a sheet anchor and lead me to achieve rewards and praises.

CONTACT

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PROFICIENCY

Adobe Creative Suite



Creative Management



Brand Development



Art Direction



Design Management



PORTFOLIO



EXPERIENCES

2018 -
Present

The Red Sea Development Company - Creative Manager - Saudi Arabia
Developed the TRSDC brand guidelines and policies. Hired the internal creative team and manage them. Manage the brand and production. Generate various ideas to promote the destination.

2015 -
2018

Ras Al Khaimah Tourism Development Authority - Creative Manager - UAE
Manage the creative services within the internal creative team. Managing all the print, videos and photography to promote the destination. Developed sub-brand and brand identities with guidelines.

2013 -
2015

Lighthouse MEA Advertising Agency - Art Director / Brand Developer - UAE
Generating ideas for clients. Develop and manage the campaigns from scratch to promote the client products. Client like: IHG, InterContinental Hotels, Bait Al Kandora, Renault, Dubai Government, Visit Dubai, SMZ University.

2011 -
2013

JWT MEA Advertising Agency - Brand Designer - UAE
Develop the concepts for campaigns from scratch. Design the campaigns and direct deal with client manager. Client like: Audi, BMW, Renault, Victoria Secret.

2010 -
2011

Geo News – Geo Television Network - Associate Producer - UAE
Manage the promo shoots to promote the news channel prime shows. Work with director and create the ideas for promo. Sketch the story boards and generate the pilot programs.

EDUCATION

Bachelor Degree
Bachelors in Arts - Advertising

Master Degree
Mass Communications - Advertising

COURSES

Creative Directions
Chelsea College of Arts

Art Design Directions
University of Arts London

Art & Design Aesthetics
Camberwell College of Arts

AWARDS

Telly Awards
Best Destination Marketing Collaterals
RAKTDA

World Travel Awards
Best Destination Video
RAKTDA