

Theo Zreibi

Art Director | Creative

Dubai, UAE – Tel : +971 (0) 55 9902943 Email : theo.zreibi@gmail.com Portfolio : theozreibi.com UAE Golden Visa Holder

I thrive as a multi-disciplinary creative, easily wearing many hats. With hands-on experience across digital, film and Out of Home, I've led creative projects in Dubai for e& (etisalat) and in London for brands like Vinterior, Cano Water and Fussy, taking them from ideation to execution through strategy, design, scriptwriting and hands-on production. I excel in diverse environments, from large-scale projects with multi-million dirham budgets to finding innovative solutions within tight constraints. Skilled in AI-driven design processes, I'm always looking for new ways to push creative boundaries, ensuring that the work not only speaks for itself but also leaves a lasting impact.

WORK EXPERIENCE

ART DIRECTOR

Saatchi & Saatchi, Dubai | Feb 2025 - Present (Full-time)

Taking campaigns from idea to production for **e& Group** (formerly Etisalat), the biggest telco in the region and global tech group. As well as their sub-brands: **Careem, GoChat, Smiles, Golearning and e& enterprise.**

- Creating big ideas for national and global campaign.
- Integrating AI into creative, production, and presentations.
- Crafting and presenting pitch decks to clients
- Owning briefs end-to-end through project management
- Crafting art direction across different platforms and mediums
- Managing studio and animation teams
- Playing key roles in pre and post production

Skills: Art Direction · Big Ideas · AI · Branding · Scriptwriting · Project management · Team leading · AI Integration

CREATIVE & HEAD OF AI

10 DAYS, London | Jun 2023 - Dec 2024 (Full-time)

Taking campaigns from ideation to production: **Vinterior, Cano Water, SkyShowtime (EU), Perkier, Warburton's, Action For Children, Fussy.**

- **Head of AI at 10Days**, running the company AI blog, Creating and presenting custom AI trainings on how brands can leverage AI within their branding and communications
- Crafting and presenting pitch decks to clients
- Generating insights, campaign strategies and campaign art-direction
- Designing across different platforms and mediums (print and digital)
- Writing copy for ads, social media, brand copy and press releases
- Key roles in pre and post production
- Managing and giving feedback to freelancers

Skills: Art Direction · PR · Campaign Strategies · AI · Branding · Scriptwriting · Copywriting · Insight generation

ART DIRECTOR

Remember? (Film), London | Nov 2022 - Jun 2023 (Freelance)

- I was the Art Director of the movie "Remember?"
- Liaising with the director and producer about the general art direction and marketing plan
- Directing photoshoots, to be used for the poster and promotional materials
- Designing the poster for promotion and film festivals. As well as collateral promotional materials (Social & OOH)

Skills: Product Design · Branding · Copywriting · Art Direction · Graphic Design · Set Design · Copyright Regulation

CREATIVE TEAM

Blitzworks, London | Nov 2022 (Freelance)

- We worked on a £100k brief for Action for Race Equality with 4 of our ideas being in the top 10 considered
- 20 rounds of ideation in small groups with creatives of different seniorities and 10 rounds of client pitches
- Creation of holistic 360 campaigns and publicity stunts for maximum reach with a limited media spend

HEAD OF DESIGN

Global Symposium, London | Mar - May 2022 (Freelance)

GRAPHIC DESIGNER

Maria Christina Foundation, Dubai (Remote) | Dec 2020 - Dec 2022 (Part-time)

ART DIRECTOR

Frenchy Paris Hotel, Paris (Remote) | Feb - Mar 2020 (Freelance)

Education

BA (Hons) Advertising

University of the Arts London, London | 2019 - 2023

Specialised Diploma in Graphic Design

University of the Arts London, London | 2018 - 2019

International Baccalaureate specialised in Arts and Languages

Écoles des Roches, Paris | 2016 - 2019

Skills

Proficient in:

Adobe Photoshop · Adobe Illustrator · Adobe Indesign · Premiere Pro · After Effects - Da Vinci Resolve - Adobe Dimensions - Midjourney - Blender - ElevenLabs - Runway - Sora

Languages:

English - Native

French - Native

Arabic - Native

Spanish - Fluent / Full working proficiency

Portuguese - Intermediate