

Humza Ijaz, Digital Creative Director

PERSONAL INFORMATION

Portfolio	www.humzaijaz.com
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Birthday	April 21, 1985
Marital status	Single
Twitter	@humzaijaz
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BIOGRAPHY

Humza Ijaz is a senior interactive advertising, marketing and communications professional.

Humza creates engaging, award winning experiences across a variety of mediums and for a wide array of industries. His key strengths include creative planning, strategy, integration, management and development of brand and marketing solutions.

As a Creative Director, he has worked with some of the region's most iconic brands and managed large creative teams, including designers, art directors, writers, information architects, usability experts, Flash developers and project managers.

His appreciation for marketing and communications is driven by a passion for great ideas, flawless execution, innovative marketing strategies and a keen understanding of various digital mediums and emerging technologies.

SKILLSET

Management of cross-disciplinary teams, Digital Strategy, Project Management, User Experience Design, Interaction Design, Information Architecture, Interface design for Web, Creative Management & Art Direction.

EXPERIENCE

Digital Creative Director - LBi MENA FZ LLC

Dubai, United Arab Emirates (May 2010 - Present)

- As Creative Director, leading all creative development for LBi MENA clients.
- Managing and mentored a diverse creative department of art directors, flash designers, copywriters, production artists, user experience architects and freelancers.
- Leading digital concept and strategy on agency pitch efforts, including major client wins.

Clients: Aldar, Abu Dhabi Tourism Authority, Jumeirah, Etihad Airways, Dubai Bank

Creative Account Director - Flip Media FZ LLC

Dubai, United Arab Emirates (September 2004 - May 2010)

- Responsible for leading pitches, presentation of strategy and creative concepts to all clients.
- Associate Creative Director (April 2008 - April 2009)
Effectively lead the strategy, creative vision and execution for Fortune 500 clients. Successfully achieved client business objectives through strategy and ingenuity. In conjunction with senior client executives and agency-wide senior account management, developed design concepts while adhering to established budgets and schedules.

Clients: Nakheel, Emaar, Emirates, twofour54, du telecom, Motorola, P&G and Nestle

- Interactive Art Director (March 2007 - March 2008)
Served as a lead and mentor for Junior Designers. Accountable for developing design concepts; adhering to established budgets and schedules while rationalizing design solutions to internal teams to create compelling online experiences.
- Senior Interactive Designer (March 2005 - October 2006)
Designed and produced information architecture for various websites across an array of business verticals.

Clients: Abu Dhabi Commercial Bank, Dubai Festival City, du telecom, i2 and Qatar Airways

- Interactive Designer (September 2004 - February 2005)
Specialized in designing websites, mostly financial institutions. Participated in brainstorming and helped assist internal teams with production work for various pitches.

Interactive Art Director - Impact Proximity / BBDO

Dubai, United Arab Emirates (November 2006 - May 2007)

- Designed and produced all forms of interactive websites, from information architecture, creative concept through production.

Clients: Pepsi Arabia, Masterfoods, Showtime Arabia, du Telecom

EDUCATION

Thomas. L Kennedy - Secondary School Diploma
Toronto, Canada (September 2003)

HONORS & AWARDS

2011
Pan Arab Web Awards
Earned: Gold
www.yasisland.ae

2010
Dubai Lynx
Earned: Gold
www.maketheswith.ae

2008
Summit Intl. Awards
Earned: Gold
www.marinaresidences.ae

2008
Summit Intl. Awards
Earned: Silver
ramadan.nakheel.com

2008
Summit Intl. Awards
Earned: Bronze
www.mycitysoul.com

2008
Dubai Lynx
Earned: Bronze
ramadan.nakheel.com

2008
Dubai Lynx
Earned: Bronze
www.mycitysoul.com

Complete list of achievements is available upon request.

RECOMMENDATIONS

“Worked with him for a long time. He puts lot of thinking in to his creatives. I always loved his designs. Personally, he is a very friendly, helpful and kind person.”

Shuja Shabandri, Lead Product Manager, Flip Media

“Humza is passionate, creative and innovative. He is always after interesting approaches and brand new ideas. He constantly seeks for new developments, trends, ideas and open to share those with his colleagues.”

Mehmet Dogan, Digital Brand Manager, twofour54

“Humza is going places...probably one the most creative design leaders in the middle east...Humza thinks differently about the future his imagination is boundry less, he has a unique ability to link creativity to business results a natural born creative genius”

Khurram Hamid, Global Head of Innovations, Procter and Gamble

Complete list of references is available upon request.