

Humza Ijaz, Digital Creative Director

t: +971 50 694 6881

e: sayhello@humzaijaz.com

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

Creative Director – Flip Media FZ LLC

Dubai, United Arab Emirates (September 2004 – Present)

- Managed and mentored a diverse creative department of art directors, flash designers, copywriters and information architects.
- 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)

SPECIAL ACHIEVEMENTS

2009 – Dubai Lynx
www.maketheswitch.ae (Bronze)

A comprehensive list can be provided upon request

REFERENCES

Available upon request