

ART DIRECTOR

MOHAMMED ALGELOWB

Cell: +966 555654094
Profile: [linkedin.com/in/Algelowb](https://www.linkedin.com/in/Algelowb)
Portfolio: www.algelowb.com
E-mail: algelowb@gmail.com

PROFESSIONAL SUMMARY

Experienced Art Director with over 10 years of expertise in top-tier advertising and creative agencies. Proven track record of conceptualizing and executing high-impact visual narratives, motion graphics, and integrated social media campaigns. Adept at leading multidisciplinary teams, optimizing creative workflows, and elevating brand presence for high-profile clients, including SDB (Jada30), SAIB, SIDF, SFD, MoM, MoF, and HungerStation. Passionate about blending strategic visual storytelling with generative AI tools to drive measurable brand performance.

PROFESSIONAL EXPERIENCE

Art Director

Eskelah Marketing agency

09/2025 – Current

Head Office

Riyadh, Saudi Arabia

- Visual Strategy & Concepts: Translates briefs into visual concepts, mood boards, and creative direction.
- Team Leadership: Directs and mentors graphic designers, motion designers, and production teams.
- Production Oversight: Directs shoots, approves designs, and manages asset quality before launch.
- Brand Consistency: Ensures all visual assets align with client brand guidelines across channels.
- Strategic Collaboration: Partners with copywriters and strategists to merge visuals with messaging.
- Client Pitching: Presents and defends visual ideas to clients and stakeholders.

Social Media Art Director

On-site - Social Development Bank - Jada30
Eskelah Marketing Agency

09/2025 – Current

Head Office

Riyadh, Saudi Arabia

- Creative Vision: Lead SDB social media direction aligned with bank identity and marketing goals.
- Content Development: Oversee production of high-engagement social campaigns, visuals, and videos.
- Team Leadership: Manage creative team, allocate tasks, and enforce deadlines.
- Cross-Functional Collaboration: Partner with teams to turn briefs into effective visual solutions.
- Quality Assurance: Serve as final checkpoint for visual quality and brand consistency.

Art Director

Z Company for Advertisements and Public Relations LTD.

09/2021 – 8/2025

Riyadh, Saudi Arabia

- Directed visual style development for motion design and video production projects, encompassing conceptual, character, and environment design to achieve distinctive brand aesthetics.
- Led and mentored motion design and video production teams, communicating artistic vision to drive successful project outcomes and skill development.
- Managed the full video production lifecycle, from script editing and storyboarding to advanced post-production using Adobe Premiere Pro and After Effects, with a focus on optimized content for TikTok, Reels, and YouTube Shorts.

Senior Motion Designer

On-site - The Saudi Investment Bank (SAIB)
Z Company for Advertising & Public Relations

09/2021 – 10/2022

Head Office

Riyadh, Saudi Arabia

- Created high-quality motion graphics and visual assets for digital banking platforms and campaigns.
- Collaborated with various internal departments to produce visually compelling content that strictly aligned with SAIB's corporate identity.

Art Director / Advertisement Specialist

Deyaa Rejal Alma Cooperative Center

12/2014 – 09/2021

Rejal Alma, Saudi Arabia

- Led creative team meetings, set design objectives, and implemented web pages to improve user experience and functionality.
- Developed eye-catching digital design concepts across multiple platforms, implemented Google Campaigns, and executed SEO strategies to maximize online visibility.

EDUCATION

Master of Science in Digital Marketing (MSDM)

Liverpool John Moores University
United Kingdom
Graduated: 04/2026
Awards & Honors: Merit

Bachelor of Science in Computer Science

University of the People
United States
Graduated: 01/2021 | GPA: 3.50
Awards & Honors: Cum Laude (Honors)

SKILLS

- **Core Competencies:** Creative Direction, Creative Strategy and Planning, Team Management and Leadership, Marketing Campaign Development and Implementation, Visual Storytelling, Social Media Strategy, Video Production & Motion Graphics, Digital Marketing.
- **AI Tools & Innovation:** Proficient in AI-Generated Content (AIGC) tools, Adobe Firefly, Midjourney, Higgsfield, Claude, ChatGPT (Prompt Engineering), and AI-powered creative extensions.
- **Technical Skills:** Adobe Creative Cloud (After Effects, Premiere Pro, Audition, Illustrator, Photoshop), Blender, Cinema 4D, DaVinci Resolve, Mac OS.
- **Project Management & Tools:** Monday.com, Notion, Trello, Basecamp, Slack, Microsoft 365.
- **Professional Skills:** Team Leadership, Strategic Communication, SEO, Content Strategy, Organizational Planning, Time Management.

KEY ACHIEVEMENTS

Project Leadership, Contributions & Client Engagement

- **Social Development Bank (SDB):** Contributed to high-profile projects during a 2-year-long contract as an in-house creative asset.
- **Saudi Investment Bank (SAIB):** Contributed to high-profile projects during a year-long engagement as an in-house creative asset.
- **HungerStation:** Successfully managed a comprehensive, year-long production project, delivering high-quality commercial creative content.
- **Ministry of Media (MoM):** Directed and managed script editing and video production for the Ministry's 2024 annual report project.
- **Saudi Industrial Development Fund (SIDF):** Led visual production and campaign creation for a multitude of prominent institutional videos.

CERTIFICATIONS AND TRAININGS

Leadership and Management:

- Strategic Leadership and Management Specialization (7 courses) - University of Illinois at Urbana-Champaign, Coursera

Entrepreneurship and Business:

- Startups Essentials, Exploring Entrepreneurship - King Khalid University platform KKUx
- Business Strategy - University of Illinois at Urbana-Champaign, Coursera

Professional Development:

- Emotional Intelligence, AI for Everyone, Design Thinking, User Experience Design - King Khalid University platform KKUx

Media and Public Relations:

- Principles of Public Relations & Media - King Khaled University
- Television Cameras REC and Lighting, Adobe After Effects, Adobe Premiere Pro, Scenario and Editing of Press Release, Film Creation & Media Production - All Media Institution
- 20 Hour Film Editing - PTC

LANGUAGES

- Arabic: Native
- English: Professional working proficiency

References

Available upon request