



# Mohammed Barbar

Creative Group Head with +15 years of experience working with **MENA, GCC** and **USA** clients

20<sup>th</sup>. November. 1985  
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## EXPERIENCES

**Creative Group Head at Cheil Worldwide** -Mar 2024 - Present

### Main scope of work:

- Managing a team of 12 direct reports (1 Sr. Art Director, 1 Art Directors, 1 Designer, 2 Animators, 2 Copy writers, 3 finalizers & 1 traffic controller).
- Leading the conceptualization & brainstorming sessions for the key campaigns and new client pitches.
- Setting the creative direction of new client pitches and presenting creative execution
- Signing off the creative output that is done by the department and ensuring the brand identity and consistency across all channels.
- Provide guidance to the team on how to reflect a clear creative direction to elevate the execution and clearly deliver on the objective of the campaign.
- Managing the relation of the Creative Department and the Client Servicing department to ensure smooth operations and timely brief delivery.
- Push the team to stay up to date with the latest art directions, designs and trends that could inspire them in the upcoming briefs.
- Attending PPMs, photoshoots and video shoots to ensure that the production output is reflecting the campaign concept 100% as per the brief.
- Present proactive campaign concepts often to clients to help manage their expectations and ensure that they're satisfied with the creative output.

**Handled accounts:** Samsung Levant, Redbull, Jordan Commercial Bank, Bank of Baghdad, Zain Telecom, KIA Motors, Al Khayyat Motors (Peugeot, Citroen, Mazda), GAC Motors, City Mall, EDRAAK, JUTON Paints, Ministry of Digital Economy & Entrepreneurship, USAID, Queen Rania Teachers Academy, Spin Radio, Mazaj Radio, Mood FM, Seagulls, ATICO Group, Smile Tissues

**Sr. Art Director at Cheil Worldwide** -Mar 2020 - Feb 2024

### Main scope of work:

- Managing a team of 9 direct reports.
- Leading the conceptualization & brainstorming sessions for the existing clients' campaigns.
- Present campaign concepts that I worked on to the clients to ensure that the brief is fully answered.
- Coming up with the art direction of the major campaigns briefed.
- Provide guidance to the team on how to elevate the design level of the brief at hand.
- Support in attending the PPMs, photoshoots and video shoots of the campaigns that I work on.

## PORTFOLIO

www.mbarbar.com

## LANGUAGES

Arabic - Native  
English - Fluent

## SOFT SKILLS

- Creative thinking
- Strong People Management & leadership
- High attention to details
- Fast problem solving
- Ability to work under pressure

## Client Highlight:



### **Art Director at Cheil Worldwide** -Mar 2018 - Mar 2020

*With the growth of the team and my promotion, the responsibilities increased.*

#### **Main scope of work:**

- Managed a team of 8 direct reports (1 Jr. Art Director, 3 Designers, 1 Animator, 1 Finalizer, 1 Copywriter & 1 Traffic Controller).
- Started to get involved in client presentations, negotiations, pitch presentations
- Attending PPMs, video shoots & photo shoots.
- Commenced leadership sessions with the creative team to scale up creativity and pacing up with global award winning concepts.
- Continue to manage major creative briefs and brainstorming sessions.

### **Jr. Art Director at Cheil Worldwide** -Apr 2015 - Mar 2018

*Being part of the founding team members at the Jordan office, I was the first Sr level designer to join the team.*

#### **Main scope of work:**

- Managed a team of 3 Graphic Designers to help them scale up the design & art level.
- Set the internal processes between the creative, production and CS departments for smoother operations
- Mainly handling the major briefs that required strong conceptualization, and coming up with the main Key visuals for the campaign.

### **Senior Graphic Designer at AdPro Communications** -Jan 2012 - Apr 2015

#### **Main scope of work:**

- Handling BTL creative work
- Participating in brainstorming sessions
- Creating artworks under the supervision of the Art Directors

**Handled accounts:** Umniah, Telecom Fine, Fine Baby, Pepsi, Housing Bank, Capital Bank, National Bank of Iraq, Al Marai Dairy, Tropicana, Teeba Dairy, Izzat Marji, EAT Group, Lavina Tea, BEKO, ELBA, SONA, Midas Furniture, Popeyes

### **Visual Communication Consultant at Imagine GRP** -Jan 2011 - Jan 2012

Being in a boutique branding agency my scope of work expanded massively. Whereby, I got exposed to finalizer work, client meetings, designing various BTL material (brochures, flyers, stationaries, ..etc).

**Handled accounts:** USAID, ASTRA Group, BAYER Helthcare, Easy Rental, SPECTRUM (Bose electronics), George Abu Zaid Auto Parts, Microfund for Women.

### **Graphic Designer at Publicis Groupe Graphic** - Sept 2009 - Jan 2011

Commencing my career at Publicis gave me a very strong start by working under the supervision of the best talents in Jordan. Where I got to learn the basics of image retouching, branding, guideline creation fundamentals, ...etc

**Handled accounts:** LG Levant, Orange Telecom, Nawras Oman Telecom, Jordan Dubai Islamic Bank, Invest Bank, Postman Foods, Smart Buy, Arabtech Jardane Real Estate.

### **Graphic Designer at Z Creations (Part time job)** -Jun 2008 - Jan 2009

Got first time exposure for how the creative business runs in the real world. The main focus and takeaway from my experience at Z creations is Logo & stationary creation.

## **EDUCATION**

### **Applied Science**

#### **University/Jordan** - 2009

- Bachelors degree in Arts & Graphic Design

#### **Al-Itihad School** - 2003

- Successful Completion of the Tawjih Exam

## **TECHNICAL SKILLS**

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Dimension