

# YASMINE ELASHRY

## SENIOR ART DIRECTOR



### EDUCATION

BA Interior Architect  
Alexandria University of Fine Arts  
2011 - 2016

### JURY DUTY

Shots EMEA 2023  
Film & Copy writing  
Athar Saudi Festival 2023  
Creative Academy - Copy writing

### RECOGNITION

Young LYNX  
2023 - Silver winner for integrated campaign  
Creative Faces to watch  
2023 - Campaign Middle East  
The One Show  
2020/2021 - Ranked as one of the best designers in the MENA region

### AWARDS

Cannes Lions  
2023/2024 - Brand and activations + 7 shortlists  
Silver "Highlight Your Balls"

New York Festival  
2023/2024 - 5 shortlists  
2 Bronze "Highlight Your Balls"

Dubai Lynx  
2022/2023 - Social  
Silver "The Happiness Swap"  
2022/2023 - Mobile  
Bronze "The Happiness Swap"  
2022/2023 - Digital  
Grand Prix "Self Check-out"  
2021/2022 - Breakthrough on a Budget  
Bronze "YMCA- Self Check"  
2020/2021 - Outdoor  
Gold "Lego News Rebuilt"  
2020/2021 - Print&Publishing  
2x Silvers "Lego News Rebuilt"  
2020/2021 - Industry Craft  
Bronze "Lego News Rebuilt"

D&AD  
2020/2021 - Media  
Finalist "Lego News Rebuilt"

New York Festival  
2020/2021 - Print: Best Use  
Gold "Lego News Rebuilt"  
2020/2021 - Print: Craft  
Bronze "Lego News Rebuilt"  
2020/2021 - Brand Desing  
Shortlist "Lego News Rebuilt"

The One Show  
2020/2021 - Promotional Items  
Merit "Lego News Rebuilt"  
2020/2021 - Promotional  
Merit "Lego News Rebuilt"

The Caples Awards  
2020/2021 - Promotional Items  
Bronze "Lego News Rebuilt"

Loeries  
2021 - Print  
Gold "Lego News Rebuilt"  
2021 - Media Innovation  
Bronze "Lego News Rebuilt"

Ad Star  
2021/2022 - Use of Direct Marketing  
Crystal "YMCA- Self Check"  
2021/2022 - Use of social  
Crystal "YMCA- Self Check"  
2020/2021 - Print Craft  
Gold "Lego News Rebuilt"

and more...

### ABOUT ME

I'm an award winning Senior Art Director, mediterranean, writer, dancer, and illustrator with over 8 years of diverse experience. I joined the party late, a.k.a. advertising. In my 'past life,' I was a Ballet Dancer at The Opera House, Interior Architect, and Brand Designer who cracked 20+ stories, spaces, and brand identities, which enables me to have a fresh look and more inclusive approach.

### WORK EXPERIENCE

#### Senior Art Director

Publicis Middle East - Dubai  
February 2024 - Present

Creative on Nestlé,  
- Responsible for leading creative campaigns, teams and film sets.  
- Work on pitches and expansion of current business.  
- Work on Proactive work for new clients and current ones  
Recent additions,  
- Launched Nescafe - Coffee your way.  
- Worked on new pitches.  
- Sold few proactive ideas currently in the mix.

#### Senior Art Director

FP7 McCann - Dubai  
May 2023 - February 2024

Creative on Riyadh Air, Neom Nature reserve, Aldar Properties,  
- Responsible for leading creative campaigns, teams and film sets.  
- Worked on pitches and expansion of existing business.  
- Worked on proactive work for new clients and existing ones.

#### Key Projects and achievements,

- Worked on Riyadh Air Pitch.  
- Worked on deleivering few future projects for Riyadh Air launch for 2025.  
- Came up with and Launched 'Highlight your balls' for Testicular Cancer Society which won - Silver in Cannes Lions and 7 shortlists  
2 Bronze at NY festival 2 finalists and 5 shorlists.

#### Art Director

Leo Burnett - Dubai  
September 2021 - May 2023

#### Creative on PepsiCO.

- Responsible for producing creative campaigns, directing teams and supervising film sets.  
- Worked on pitches and expansion of existing business.  
- Worked on proactive work for new clients and existing ones.

#### Key Projects and achievements,

- Launched RockStar Energy Drink new platform with Skinny (KSA famous most loved rapper) in MENA and specifically KSA.  
- Launched 'Nutmeg Royale Foosball Table' for Pepsi World Cup 2022 with Ronaldinho.  
- Launched 'The Happiness Swap' for McDonald's World Cup 2022, won silver and bronze in Dubai Lynx.  
- Won Young Lynx 2022.  
- Part of the team who won agency and network of the year for Leo Burnett in Lynx 2022.  
- Part of the team who won EmiratesNBD Pitch.



## **SKILLS**

Leadership  
Planning  
Passion for Impactful ideas  
Strategic Thinking  
Art Direction  
Story-telling  
Branding  
Business-led campaigns  
Content Ideation  
Illustration  
Sketching  
Procreate  
Adobe Photoshop  
Adobe Illustrator  
Painting  
Photography  
Surfing, dancing and more ...

## **WORK EXPERIENCE**

### **Senior Designer to Art Director**

Havas - Dubai

September 2020 - August 2021

Creative on Cotty, Bel, Lego, Durex, Adidas, Nakheel Properties, Sunwhite,

- Responsible for supporting all teams on all projects from design approach.
- Responsible for leading digital accounts and always-on with the digital team.
- Responsible for producing creative campaigns, directing junior talents, and supervising content production.
- Worked on 360 campaigns.
- Worked on pitches and proactive work for new clients and existing ones

Key Projects and achievements,,

- Worked on more than 10 Pitches.
- Produced the Lego-News re-built which was recognized by some of the prestigious awards, like D&AD, The one show, Loeries, Ad Star, Dubai Lynx and more.
- Launched YMCA Self-checkout which was recognized by Dubai Lynx & more.

### **Art Director**

House of Comms- Dubai

February 2020 - September 2020

Creative on Emarat Petrol, Pf-Changes, Starbucks, NCEMA and Barakat.

- Responsible for leading digital accounts and always-on with the digital team.
- Created dynamic engaging content for digital accounts and PR accounts.
- Worked on 360 campaigns.
- Worked on pitches and expansion of existing business.

Key Projects and achievements,,

- Worked on launching Emarat brand after 20 years of disappearance with a campaign that been recognized By Campaign Middle East as one of the top 20 films in 2020, which earned the brand 78% engagement and brand love.

### **Brand Designer**

Brand Creative - Dubai

October 2018 - February 2020

Created more than 20+ brand identity and storytelling for beauty, hospitality, retail, F&B brands and more... Including Skincare brands like Ixora.

### **Interior Designer**

Albal Design Studio - Dubai

October 2017 - October 2018

### **Interior Designer**

Korus Interiors - Dubai

February 2017 - October 2017

### **Interior Designer**

Alchemy Design Studio - Cairo

September 2016 - February 2017