



Tony ēlias T-ē



STARBUCKS®



L'ORÉAL



Google for Creators



E: CREATIVEDIRECTORUK@GMAIL.COM

W: WWW.TEPORTFOLIO.COM

M: [+44\(0\)7591275591](tel:+44(0)7591275591)

22+

Years of impactful design for leading global brands.

ABOUT ME

Hello, I'm Tony, a Creative Director with 22+ years of experience crafting engaging brand experiences. Leveraging my diverse skillset, including **UX design** and market research, I deliver impactful solutions **for global clients like Google, Christian Louboutin, Etihad Airways, Starbucks, UCL, and Qatar Foundation. Creative Direction, Animation, Video Editing, Web Design, Print, and illustrating** are my fortes, with a true passion for **understanding user needs and translating them into effective design solutions.** I stay atop the latest **AI design trends**, ensuring efficiency through emerging technologies.

MASTER SKILLS

- FIGMA
- WEBFLOW
- ADOBE INDESIGN
- ADOBE PREMIERE PRO
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE ANIMATE
- ADOBE PHOTOSHOP
- ADOBE AFTER EFFECTS
- PROCREATE
- LIGHTROOM
- CANVA
- MAILCHIMP

LANGUAGES

- ENGLISH (FLUENT)
- ARABIC (NATIVE)
- FRENCH
- GREEK

EDUCATION

[CERTIFIED UX DESIGNER BY GOOGLE \(2022\).](#)

BACHELOR OF FINE ARTS (B.F.A.)
VCUARTS QATAR - VIRGINIA COMMONWEALTH UNIVERSITY SCHOOL OF THE ARTS QATAR 2002

WORK EXPERIENCE

LEAD DESIGNER (2011-PRESENT)

OBVIOUSLY: INFLUENCER MARKETING / NEW YORK / USA (REMOTE)

As the LEAD Designer at Obviously, a premier Influencer Marketing agency, I have contributed to the success of renowned global brands such as Google, Unilever, Coca-Cola, L'Oréal, Columbia Sportswear, Ulta Beauty, Sonos, CVS Health, and many more.

My role involves tailoring bespoke designs to meet the unique needs of each client, encompassing captivating landing pages, high-quality marketing materials, packaging design, and impactful sizzle reels. Notably, I led the design of Obviously's new client system, ensuring a seamless interaction between design and technology.

Additionally, I pioneered bi-weekly email newsletters for Google, delivering valuable insights and fostering community engagement. My commitment to delivering meaningful design solutions, coupled with a collaborative spirit, has been instrumental in project success.

GLOBAL CREATIVE DIRECTOR (4 YEARS)

CLEARVISION / SOUTHAMPTON/ UK

Serving as the Global Creative Director at CLEARVISION, an IT company and Atlassian Platinum Solution Partner, I played a pivotal role in producing animated promotional videos, illustrations, print materials, landing pages, web content, webinars, social media promotional advertisements, and email marketing.

CREATIVE DIRECTOR (4 YEARS)

ALEF MAGAZINE / DOHA / QATAR

As Creative Director at Alef Magazine, I contributed to the publication's success by illustrating articles, working on layout designs, and creating adverts. Collaborating with international brands such as Google, Christian Louboutin, Starbucks, UCL, Etihad Airways, and Harrods, I ensured a seamless presentation of content in both English and Arabic.

ART DIRECTOR (2 YEARS)

QATAR FOUNDATION / DOHA / QATAR

In my role as ART Director at Qatar Foundation, I played a crucial part in creating publications in both Arabic and English. Working within the Communication Directorate, I managed a team of designers and photographers to produce high-quality materials for Education City.

SENIOR CREATIVE (2 YEARS)

HOME LONDON LIMITED / DUBAI / UAE

At Home London Limited, I worked on designing Etihad Holidays outbound brochures for Asia, the Middle East, and Australia, as well as inbound brochures for Hala Abu Dhabi covering Europe, North America, and Africa during the years 2012-2010.

REGIONAL CREATIVE DIRECTOR (8 YEARS)

HELLO! & MARIE CLAIRE ARABIA MAGAZINE (LAYALINA) / DUBAI / UAE

As the Regional Creative Director for hello! & Marie Claire Arabia Magazine (Layalina), I led the design team in producing visually appealing articles covering the latest fashion and beauty products. My responsibilities included close collaboration with the creative team to ensure the content's beauty and interest.