



Ash Gautam

Sr. Graphic Designer

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Work Experience

HYATT / Senior Graphic Designer

2019 - 2022, Doha - Qatar

- **Creative Development** - Developed concepts, story boards, and collaborated with creative agencies
- **Innovation** - Developed a brand visual language for all F&B outlets, streamlining the digital transformation
- **Brand Communication** - Collaborated with F&B, chefs, operations, and creative agencies to ensure effective brand communication
- **Creative Strategy** - Implement and execute creative strategy, monthly marketing calendar, KPIs, and project management
- **Brand Essence Wheel**- Develop rational and emotional brand propositions for future needs

Led the opening of Italian restaurant **ROCCA** and the popular breakfast destination, **Santa Monica Breakfast Club**. Oversaw marketing strategy, print and digital creatives, and spearheaded a 3-in-1 digital portal for business and customers

Kout Food Group / Group Graphic Designer

2017 - 2019 - Kuwait | UK

- Developed and enhanced existing brands
- TVC Storyboards & Strategy for Online/Offline Mediums
- Collaborating with Creative Teams & Industry Professionals
- Critical Thinking & Brand Positioning Workshops
- Social Media Strategy on Major Platforms

As a Middle Eastern voice, I played an essential role in launching more than 13 F&B brands across GCC countries, including **Burger King, Pizzahut, Subway, KFC, Costa, Applebee's, Taco Bell, IKEA, Little Chef, Melting Point, Ayyame, Kababji & Fol O' Yasmine**. I worked closely with the operations managers, researchers, designers, and marketing team to ensure their successful launch

Ogilvy & Mather / Art Director

2016 - 2017 - India

Drawing on my extensive experience collaborating with creative teams, I have successfully managed numerous cross-media projects, including brand identity development, illustration, advertising, creative problem-solving, and project management. Among the high-profile brands I have worked with are **PepsiCo, Absolute Vodka, Vodafone, Ray Ban, Seagram's Royal Stag**, and tourism

BAYZAT / Design Lead - MENA Region

2022 - Present, UAE

- **Brand Expansion**: Developing and implementing design strategy in new markets (KSA & Qatar)
- **Innovation**: Collaborating with global creative agencies and influencers to create successful digital products
- **Creative Direction**: Developing high-conversion digital and print collaterals, dynamic presentations, TVCs, storyboards, websites, and pitching ideas to stakeholders and investors
- Leading a design department that innovates in **FinTech, SaaS, and Mobile App**, with a team of passionate creatives who turn ideas into reality

Award & Leadership

- **Hungry Bunny Innovation Award** at GCC Leadership Summit
- **Golden Apple Award** for revitalizing Applebee's brand in Middle East and Southern America
- **Best Video Award** at YUM Brands (UAE) with 6 team members for unique Pizza Hut video
- **UNESCO Creative Person Award** for pollution awareness poster design
- **Security Design & Print Award** for African Government passport development

Education

UCA / MA Graphic Design

2008 - 2010, London

I participated in various experimental projects focused on developing innovative visual languages by incorporating vocal sounds and decoding the meaning of classical Indian dance hand gestures.

Skills

- Graphic Design
- Creative Direction
- Innovation
- Problem Solving
- Leadership
- Research Brand Development
- Communication
- Design Development