

May Atiah

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Creative Lead / Senior Art Director 360 Digital & Print

Award-winning Creative Art Director and Creative Strategist specializing in managing innovative 360° campaigns for prestigious brands in the automotive, luxury, finance, fashion sectors, and more.

International experience with renowned clients such as Stellantis, Mouton Cadet, Saudi Airlines, Tropicana, Unilever, the European Central Bank, Harmonie Mutuelle, and Air Caraïbes, Pepsi Co, Lay's and many more.

Expertise in creative strategy, motion design, branding and visual identity development, UX/UI, social media, AI, digital and print design, experiential marketing, Lead creative team, and deliver visual excellence.

Experience

- **2021 - Present** : Senior Art Director / **Agence Bespoke**, Levallois-Perret, France. **Clients**: Stellantis, Escudo Rojo, Mouton Cadet, Seguin Moreau, Petit Bateau, Harmonie Mutuelle, Air Caraïbes, Rothschild Holding, Ovine, Bell, Bureau Vallée, Cofidis.
- **2020** : Associate Creative Director / **Havas Digital Factory**, Puteaux, France.
Clients: European Central Bank, Editis, Henkel, Veepee, Marques Avenue.
- **2015-2020** : Senior Art Director, UI designer / **Freelence**, Boulogne Billancourt, France.
Development of creative concepts through to full implementation. Layout, visual identity, Packaging, Branding, UX UI.
Clients: Havas Digital Factory, YogiKor, Living Alchemy, RHEA Pharma, WWOW, BackUp, Techfugees.
- **2011-2015** : Senior Art Director / **In Communications**, Djeddah, Arabie Saoudite.
Développement de campagnes intégrées depuis les concepts créatifs jusqu'à la mise en œuvre complète.
Développement de key Visuelles, identité visuelle, sites Web / applications, publicité sur les réseaux sociaux, activations, installations, UX et UI. **Clients**: Johnson Controls, York, 7days, Nas Airlines, Lusine, Noor oil, Aljazirah Bank.
- **2008-2011** : Senior Art Director / **Promoaction DDB**, Beirut, Jeddah, Saudi Arabia.
Award-winning for Tropicana (Family pack Launch). Campaign development, pitches, key visual development, visual identity. **Clients**: Tropicana, VW, Unilever, Clorox, Exxon Mobile, Moussy, Lipton, Nas Airlines, Shams et Emaar Real Estate.
- **2007-2008** : Senior Art Director / **Grey worldwide**, Jeddah, Dubai, Beirut.
Clients: Movenpick, Unilever, The Bodyshop, Emaar Real Estate.
- **2006-2007** : Art Director / **Focus Ad**, Jeddah, Dubai, Beirut.
Awarded for Saudi Airlines Cargo (Your cargo is our baby). **Client**: Saudi Airlines.
- **2005-2006** : Art Director, **Impact BBDO**, Beirut, Jeddah.
Clients: Pepsi CO, Lay's, Gazzaz, The Boday Shop, Nescafe.

Education

- **2004-2005** Master's Year 1 in Visual Communications, Fine Arts, Damascus.
- **2000-2004** Bachelor's Degree, Lebanese Academy of Fine Arts, Beirut, Damascus.

Technical & Digital Skills

Adobe Creative Suite (Ps, Ai, Xd, Id, Pr, Ae, Firefly), Figma, Microsoft Apps, Midjourney, CapCut & Canva.

Creative Strategy / Concept Development / Branding & Visual Identity / Digital & Social Media / Motion Design / UX/UI Design / Graphical Charters / Experiential Marketing / IA / Leadership & Team Management (Recruitment / Management of junior Art Directors and interns & work-study students).

Languages Anglais, Français, Lebanese Arabic.

Hobbies

Music – Singing, Piano, Guitar / Literature / Scuba diving – PADI certified.