

OSAMA HASEEB KHAN

Creative Designer / Art Director

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WORK EXPERIENCE

Creative Director - Design

Adcom LeoBurnett April 2020 - Present Pakistan

- Led integrated marketing campaigns for 15+ high-profile clients, including Ariel, Pampers, and KFC, driving significant brand awareness and sales growth.
- Executed 25+ successful campaigns for both national and international brands.
- Managed a team of 20+ designers and copywriters, ensuring timely and budget-compliant project delivery.
- Collaborated with account management teams to achieve a 95% client satisfaction rate and successfully execute campaigns.
- Delivered creative concepts with a 95% client approval rating.

Group Art Director

JWT - GREY Jan 2017 - April 2020 Pakistan

- Directed creative strategies for brands such as Shell, Pantene, and Suzuki, contributing to a 15% increase in revenue.
- Designed innovative concepts for 20+ national advertising campaigns across digital, print, and broadcast platforms.
- Supervised a team of 3 art directors and 6 designers, guaranteeing 100% on-time and budget-conscious project completion.
- Partnered with account management to maintain client satisfaction, achieving a 95% client satisfaction rate and ensuring smooth campaign execution.
- Received 3+ Effie Awards for creative excellence and outstanding campaign performance.
- Led photo shoots with photographers to produce flawless visuals for key advertising materials, enhancing brand image.
- Presented design concepts to clients, achieving a 90% approval rate on first presentations.

Senior Art Director

Synergy Dentsu Sep 2016 - Jan 2017 Pakistan

- Successfully launched Yamaha bikes in Pakistan by executing creative designs and social media strategies, resulting in a 30% increase in brand awareness and a 25% boost in sales.
- Developed creative concepts for 10+ national advertising campaigns across digital, print, and outdoor media.
- Led a team of 2 art directors and 5 designers, assuring 100% on-time and budget-compliant project delivery.
- Worked closely with account management teams to achieve a 95% client satisfaction rate and ensure seamless campaign execution.

Art Director

IAL Saatchi & Saatchi May 2015 - Sep 2016 Pakistan

- Led the design pitch for Pepsi Pakistan, securing the account and contributing to a 20% increase in brand engagement with the development of the iconic cricket campaign.
- Created innovative concepts for 10+ national advertising campaigns across digital, print, and TV platforms.
- Directed a team of 4 designers, maintaining 100% on-time and within-budget project delivery.
- Joined forces with account management teams to maintain a 95% client satisfaction rate and ensure the successful execution of campaigns.

EDUCATION

Bachelor of Media Science - Advertising

Iqra University

Jun 2009 - Dec 2012 Pakistan

CGPA 3.45/4.00

SUMMARY

Experienced Creative Designer with over 12 years of expertise, recognized nationally for creativity and collaboration. Possesses an extensive portfolio across earned media, social media, advertising, digital platforms, and various other mediums. Highly regarded within the design community as a key influencer and contributor to creative excellence.

STRENGTHS



Creative Leadership

Supervised 20+ designers in creating campaigns for top brands, boosting brand visibility by 30% and driving 25% revenue growth.



Collaboration

Worked with cross-functional teams to execute high-impact campaigns, delivering measurable results.



Visual Design

Designed visually engaging assets for campaigns across print, digital, and social media, securing consistency and impact.

SKILLS

Art Direction Typography Visual Design
Time Management Team Leadership
Problem Solving Image Manipulation
Concept Design Adaptability Leadership
Project Management Creativity Collaboration

ACHIEVEMENTS



Effie Award Winner

Earned multiple Effie Awards over the years for delivering exceptional creative work across various brands, recognizing excellence in marketing effectiveness.



Global Campaigns

Created visually captivating campaign designs for Sprite and Shell, which were subsequently adopted by additional regions, demonstrating the effectiveness and appeal of the creative concepts.

LANGUAGES

Urdu



English



PASSIONS

Gaming Competitive Sports Photography
Listening to Music Travel