

# ASSEM SALAH

Creative Lead & AI Creative Director

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## PROFESSIONAL SUMMARY

Creative Lead & AI Creative Director with 10+ years across the GCC (UAE, KSA, Oman) delivering creative strategy and AI-powered content production for global brands. Currently leading the P&G Middle East & Africa account at BBDO Worldwide, where I built and scaled a dedicated in-house Creative Hub and a generative-AI production pipeline. I specialize in embedding AI into design, video, and campaign workflows to compress turnaround from days to hours while scaling high-volume output across markets. Proven record of growing account scope and budget, leading multidisciplinary teams, and delivering key visuals, integrated campaigns, and e-commerce content with measurable efficiency gains and 98% on-time delivery.

## CORE COMPETENCIES

Creative Direction • Art Direction • AI Creative Strategy • Generative AI Production • Campaign Development • Key Visual (KV) Design • E-commerce Content • Brand & Visual Identity • Content Production at Scale • Cross-Market Adaptation / Transcreation • Team Leadership • Budget & Account Management • Creative Workflow Automation • FMCG / CPG Marketing • Prompt Engineering • Motion Graphics

## TECHNICAL & AI TOOLKIT

**Design & Motion:** Adobe Photoshop, Illustrator, After Effects, Premiere Pro, InDesign; Figma  
**Generative AI – Image:** Midjourney, Adobe Firefly, Stable Diffusion  
**Generative AI – Video:** Runway, Kling  
**AI Workflows:** Prompt engineering, AI image enhancement & retouching, AI-assisted adaptation & asset repurposing

## PROFESSIONAL EXPERIENCE

### Creative Lead & AI Creative Director — P&G Middle East & Africa

BBDO Worldwide | Dubai, UAE | Dec 2022 – Present · Promoted from Creative Lead to AI Creative Director (2025)

- Senior creative owner of the P&G Middle East & Africa account for 4+ years, leading all creative categories end-to-end across design and delivery.
- Built and scaled a dedicated in-house Creative Hub within P&G's Dubai office, leading a multidisciplinary team of 7 serving every brand team across the account.
- Grew the account's annual production budget roughly 7x over four years — \$60K to \$130K to \$220K to \$433K — while consistently delivering on scope.
- Expanded the hub's remit beyond the UAE to 6 brands in Saudi Arabia and Gillette in South Africa, standardizing creative delivery across markets.
- Founded an AI Creative Hub that integrated generative AI across the production pipeline, cutting turnaround on adaptations and asset creation from days to hours and reducing production cost and time.
- Repurposed and transcreated high volumes of master assets into localized versions across multiple markets, languages, and channels.
- Delivered key visuals, integrated campaigns, and e-commerce ad content at scale, achieving a 43% increase in output and 98% on-time delivery.
- Champion AI integration and creative innovation across campaigns, upskilling the team on AI-assisted design, video, and content workflows.

### Senior Creative Designer

Hala — Dubai, UAE | Jul 2022 – Nov 2022

Delivered multi-platform creative across digital, social, and brand campaigns for a leading regional mobility brand.

### Senior Digital Designer

Eyewa — Dubai, UAE | Jan 2022 – Jun 2022

Designed digital experiences, product visuals, and performance-driven assets for a fast-growing eyewear e-commerce brand.

## Senior Graphic Designer

*SellAnyCar.com — Dubai, UAE | May 2019 – Dec 2021*

Led design execution across campaigns, branding, and marketing for a major regional automotive marketplace.

## Senior Graphic Designer

*Saif Design — Oman | Jun 2018 – Apr 2019*

Managed client projects from concept to production across print and brand identity.

## Graphic Designer

*Lafit Agency — Saudi Arabia | Jan 2016 – May 2018*

Supported campaign design and production with client coordination across the KSA market.

## AWARDS & RECOGNITION

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### SKYNET Artificial Intelligence Excellence Awards — Certificate of Excellence

Omnicom Production & Magnon | Q3 2025

Recognized as one of Magnon's "AI Pioneers" for exceptional creativity, innovation, and responsible use of Artificial Intelligence within the organisation.

## AI TRAINING & PROFESSIONAL DEVELOPMENT

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### Creative AI Education Program — GenHQ (founded by Rourke Sefton-Minns)

Online | Two-year program

Advanced, studio-grade training in generative-AI creative production: AI image and video generation, prompt engineering, full-stack AI creative workflows, and AI-assisted adaptation for real client work.

## EDUCATION

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### Bachelor of Applied Arts — Helwan University, Faculty of Applied Arts

Cairo, Egypt | 2014 · Major: Printing, Publishing & Packaging

Graduated with "Very Good" overall standing and "Excellent" in the graduation project.

### Diploma in Printing, Publishing & Packaging — El Mesaha Institute

Two-year program

### Diploma in Printing, Publishing & Packaging — Book Sector, School of Technical Education

Three-year program · Ranked 1st in graduating class (2009)