

AMAL SAUD ALSHAMMRI

Senior Art Director | Creative Lead

Saudi Arabia, Riyadh |

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[Portfolio](#)

Senior Art Director with over **10 years** of experience leading creative direction, visual storytelling, creative content, and integrated brand experiences across campaigns, branding, and cultural initiatives. Skilled in leading creative concepts, directing teams, and transforming strategic ideas into impactful visual experiences from ideation to execution.

Bachelor's Degree in Graphic Design & Digital Media Princess Nourah bint Abdulrahman University ————— **2016**

SELECTED CLIENTS

EXPO 2030

ROSHN Group

MOC

GEA

BOE

Misk Foundation

Qiddiya

EXPERIENCE

Ways Marking Solution | 2018-Present Riyadh, SA

Creative Lead | Senior Art Director

2025-Present

Roshn Group - A PIF Company — Creative Consultant
Riyadh, SA

Leading creative direction and visual storytelling across ROSHN's communication initiatives, overseeing concept development, execution quality, and brand consistency across all deliverables.

Creative Lead | Art Director

SEP, 2023- 2024

Royal Commission for Riyadh City — Creative Consultant
Riyadh, SA

Led the creative team for the Expo 2030 project, overseeing a talented group of 10 professionals, including copywriters, designers, and a video editor. Spearheaded the development and execution of innovative concepts, ensuring cohesive and compelling visual storytelling across all media.

Art Director

2021-2023

Ways Marketing Solutions
Riyadh, SA

Led the communication team from the artistic side. Led brainstorming workshops and shaped creative directions across multiple projects and campaigns.

Senior Graphic Designer

2019-2021

Ways Marketing Solutions
Riyadh, SA

Managed a social media team of 8 designers. Distributed and organized work among designers, ensuring high-quality output. Designed and developed branding, creative campaigns, social media strategies, and internal communication with creative ideas.

Graphic Designer

MAY, 2018-2019

Ways Marketing Solutions
Riyadh, SA

Designed social media content, outdoor billboards, profiles, presentations, and internal projects.

Alan Company

FEB, 2018- MAY, 2018

Junior Designer & Motion Graphic Artist

Riyadh, SA

Designed social media content, outdoor billboards, motion graphics, profiles, presentations, and photography.

(AD) Art Dimenion

2016-2017

Joiner Graphic Designer

Riyadh, SA

Worked on creating mood boards, digital drawing, motion graphics, and storyboards.