

AMAL SAUD ALSHAMMRI

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PROFESSIONAL SUMMARY

Art Director with 10+ years of experience in creating and directing impactful visuals across 360 campaigns, branding, storytelling and internal communication. Skilled conceptualizer, strategist, problem-solver, and A leader.

EDUCATION & SKILLS

Bachelor's degree in Graphic Design&Digital Media
University Princess Nourah Abdulrahman (2016)

Software Proficiency:

Photoshop, Illustrator,InDesign,After Effect, Premiere

WORK EXPERIENCE

Creative Lead | Art Director

Roshn Group - A PIF Company (contract)

2025-Present

Riyadh, SA

I lead a team of designers within ROSHN's communication team, overseeing concept development, design execution, and visual storytelling. I ensure creative direction, quality, and brand consistency across all deliverables.

Art Director

Ways Marketing Solutions

2021-2025

Riyadh, SA

Led the communication team from the artistic side. Organized brainstorming sessions and developed artistic directions for projects. Led team in different projects.

Key Clients:

Expo 2030

Ministry of Culture

Qiddiya

Ministry of Transport

Misk Foundation

Diriyah Season

National Transport Safety Center

Jeddah Development Authority

OSP

JeelPay

Creative Lead | Art Director

Royal Commission for Riyadh City (contract)

2023-2023

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.

Senior Graphic Designer

Ways Marketing Solutions

2019-2021

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.

Key Clients:

Board of Experts in the Council of Ministers

General Entertainment Authority

Saudi Banks

GNC |Armal

CyberX

Markaz

Al-Dawaa

Waqfi

Graphic Designer

Ways Marketing Solutions

2018-2019

Riyadh, SA

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

Key Clients:

Driving School

Al-Sadhan

Jan Burger

Axina

Spar

Shawarma Classic

Al-Majdiah

Active Time

Graphic Designer - Animator

Alan .Co

2018-2018

Riyadh, SA

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

Key Clients:

Karam Mall

Absolutely Gym

Al-Awad Real Estate

internal projects

Intern / Full-time as Joiner Graphic Designer

(AD) Art Dimension

2016-2017

Riyadh, SA

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

Key Clients:

Ministry of Housing

Saudi Central Bank

Sadad

Internal projects