

Sr. ART DIRECTOR PORTFOLIO 2023

abdallah.alhalawani@gmail.com
+962 79 633 0705
Amman, Jordan

Creative Art Direction, Graphic Design,
Branding, Strategy, Social Media Design,
Brand Activation Design, Interior Design
and Event Design.

Adobe Creative Suite
Photoshop, Illustrator, InDesign, and
Standards-based Web Interfaces.

Abdallah Halawani

Biography

Abdallah Halawani is a passionate and motivated Art Director, who had the privilege of working for global branding, advertising and events agencies, such as Wunderman, DDB, and Publicis Graphics in Amman, Jordan. In addition to high profile regional agencies such as Platinum Emotions, JK58, Kleindienst “the Heart of Europe” and LinkedIn in Dubai UAE.

As a branding designer, he is skilled in print, packaging, planing, strategizing, wedding and events designing, “Installations and activations” and concept creative thinker.

He managed to work on exciting projects & helped in establishing startups and growing businesses.

Also Abdallah is knowledgeable with moviemaking and film directing.

Awards:

- 2016 - Rolls-Royce Motor Cars Abu Dhabi “Best Bespoke Dealer Worldwide”.
- 2009 - IAA Jordan - “Emaar Sales Kit”.



table of content



LINKEDIN - 2022
DUBAI
Team International Book Design



INSTAGRAM - 2018
RIYADH & JEDDAH
Event Branding & Booth Activations



ASKEMO STORE LAUNCH - 2019
AMMAN
Branding & Interior Design



CAREEM - 2018
DUBAI
Initiatives & Activities



NEW YEARS EVE FESTIVAL - 2018
ABU DHABI
Event Branding & Logo Design



ROLLS ROYCE - 2016
DUBAI, ABU DHABI, BAHRAIN & QATAR
Event Theme & Concept Design



FACEBOOK - 2017
DUBAI
Photo Opportunity & Event Branding



UNDER ARMOUR DXB #IWILL - 2017
DUBAI
Giveaways Ideas



Team International Farewell

Coffee Table Book

Creating a book highlighting the travel and culinary experiences of colleagues across the LinkedIn EMEA offices that told their story and shared their experiences outside the office.

farewell book design

creating a memorable coffee table book, which highlighted the travel and culinary experiences of 100s of people colleagues across LinkedIn EMEA offices into a beautiful book that told the story and experiences outside of work.

Client: LinkedIn
Company: Freelance
Locations: UAE, Global
Role: Art Director
Year: 2022





Team International Farewell
We are never too far apart to be together!

LinkedIn

Askemo Store Launch - 2019 Smart Home Appliances

1. Brand message:

“Your ultra saving” & “Askemo a success story need to be told”.

2. Brand positioning:

- **Energy efficiency & cost-saving are the brand foundations**

The company's motto was (*Your Ultra Saving*). Askemo is the number one company in Jordan when it comes to energy efficiency and cost saving.

The company is focused on giving the best performance with the lower costs energywise for the customers.

- **Development pioneers**

Askemo was a pioneer in providing the most advanced available technology in the market for the customers, especially through the pandemic period such as the UVC sanitizing technology.

3. Target audience:

The addressed audience was the housewives who are between 23 - 55 years old.

By using healthy stainless steel based products Askemo became part of the modern housewife's life.

Issues with Solutions

Achievements.

- I have decorated the company branches to go along with my new vision for the company and the logo to deliver positive customer engagement as one language, one style and one uniform.
- I'd come up with new strategies and approaches for the teams of the company which allowed them to do their jobs with the least amount of time.
- I was responsible for establishing the marketing department.
- I was able to shift the customers attention from focusing on the main products to the entire range of the company's products, through all marketing channels - online & offline.
- Building an exquisite user friendly e-commerce website. Moreover, it was also comprehensive. It contained all the information that a customer needs to know about Askemo and its products.
- Establishing online payments using credit cards.
- Implementing a bank installments system.
- Delivery trucks branding and implementing a uniform for all the employees.
- Establishing and designing (Askemo's kitchen) for marking purposes.
- Hiring a team of professionals to execute marketing campaigns.
- Implementing new methodologies, marketing strategies and ideas which led to increase in revenues and the widespread of brand awareness.
- Implementing key marketing basics such as company's value, message, vision, policy, history and legacy.
- I've established a customer care department which was responsible for taking orders and answering all inquiries about the company and its products through online and over the phone.
- Implementing after sale services, such as the customer care department and maintenance check and satisfaction surveys.
- Implementing product warranties.
- Building a database about the company, its procedures and all its products specifications.
- Succeeded in achieving a huge base of female customers.
- Succeeded in gaining customers trust and reliability.
- Succeeded in Increasing the company's online traffic on social media and website.



installation art

Displaying the company's ability to install parts through a dramatic and artistic installation, this installation showcases the company's capabilities.

Client: Askemo - "Smart Home Appliances"
Company: Askemo
Locations: Amman, Jordan
Role: Creative Director
Year: 2019



logo redesign

I've added a touch of modernity, style and everlasting genuinity and character to the company's logo, by adding it to the company's products on the power button, resulting in gaining trust of the customers and added a sense of genuinity, authenticity, style and modernity to the company and its products, which was reflect on the customers reviews and opinions - the customers were very delighted with the new logo and the new touch.



Old



New



The green, black and white colors along with the triangled A-letter (Askemo's initial) were adopted officially for the logo, marketing materials and campaigns.







The colors of the logo - which are currently the company's official colors - represent healthiness for the green, cleanliness for the white and confidence for the black.



social media platforms

An overview of status and facts.

- April to May 2021 - two months recovery
- June to August 2021 - three months increase followers

Before		After
34k followers		The number of followers has increased by 78k in five months
81 followers		1,640 followers
N/A		New channel, 340 subscribers
N/A		New channel, 234 followers



social media campaigns

A list of successful social media campaigns is interactions with followers. “UVC” campaign has captured the attention of Askemo audience.





main kitchen - showroom

To create a marketing campaign using Askemo's products, an amazing modern kitchen was constructed for photo shoots to portray a stylish and healthy lifestyle, which will be used on all social media channels and commercial ads.

<https://vimeo.com/683196311>

←..... click here to watch the video



commercial ads

Introduction videos

halawani.co

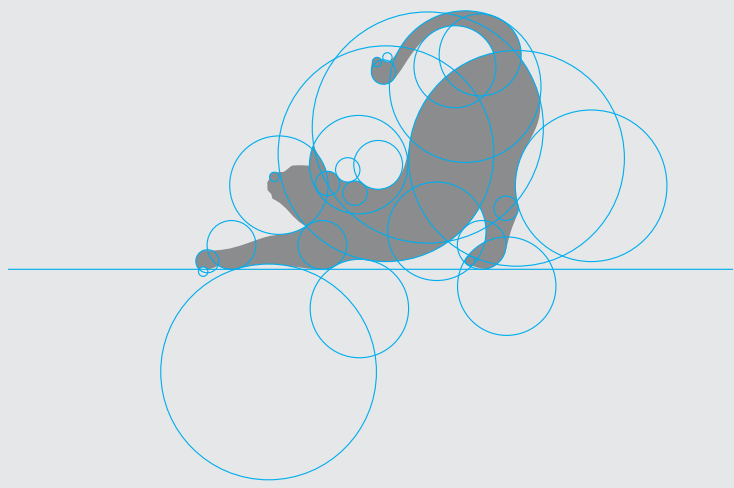
In order to launch Askemo's new products through social media, local TV, and radio channels, 16 commercials were created with a unique image as an introduction.

<https://www.youtube.com/channel/UCulwKOR8j1CdxkmpjKINnw/videos>

◀..... Click here to watch the video

Blonde + Brunette

B
Blonde
Brunette
B



Blonde
Brunette



2015
REGIONAL DEALER
CONFERENCE MIDDLE EAST

Rolls-Royce Regional Events
2015, 2016 & 2017



Atelier Studio
2016



اليوم العالمي لشعراء السلام
POETS OF PEACE DAY

Peace Day Event
2016



Retail Shops
2011



Meshreq Gas Co - European Union
2007



Al Rawdah - Anniversary logo
2013

Al Rawdah Excellence in Quality
CELEBRATING
20 YEARS
OF SUCCESS
1993 - 2013



Kids Accessories Company
2005



Happy Run Marathon - 2018 Hong Kong

Produce design concepts and creative direction for the Marathon.

concepts

Creative concepts were created to celebrate the carnival to keep people energized during the Marathon race in Hong Kong.

Client: Happy Run Marathon
Company: JK58 (Dubai)
Locations: Hong Kong
Role: Art Director
Year: 2017



logo concepts

The idea is to bring more people to the marathon and encouraging them to run.



concept one



concept two



KEY VISUALS
ADS

Design and direction

مهرجان
أبو ظبي
ABU DHABI FESTIVAL

2019

ORGANISED BY
ADMAF
ABU DHABI FESTIVAL AE



BRING
OUT
THE
ARTIST
IN YOU

عبد اللطيف جميل
للسيارات



شراكة
أمان
تتشرف شركة عبد اللطيف جميل بدعوتكم لحضور حفلها السنوي
باعتونكم لحضور حفلها السنوي
والمزمع إقامته في جدة بتاريخ ٢٠١٩/٤/١

بدعم من
TOYOTA

عبد اللطيف جميل
للسيارات

تتشرف شركة عبد اللطيف جميل بدعوتكم لحضور حفلها السنوي
والمزمع إقامته في جدة وذلك بتاريخ ٢٠١٩/٤/١

مستقبل...
ملؤه الأمل



بدعم من
TOYOTA

Soft like...

Blonde Brunette



من قلب الطبيعة..

إلى قلبك



Unilever



إحجز... مكانك محفوظ



فوكس
VOX

انت النجمة تكديوم



Abdeen
GRAND STORES
SINCE 1948

حقائب عابدين... ماتشيل هم.



www.abdeenentire.com



SCARED OF ALIENS...
READ MORE!
TO KNOW MORE ABOUT SPICE!
VISIT MARINA MALL ABU DHABI

International Space Week
August 5-18 2018

مركز المدينة
MARINA MALL
Abu Dhabi

Al Fataim motors

TOYOTA

THE LAST EXIT TO ADVENTURE

LAND CRUISER PRADO

RAMADAN KAREEM

AMAZING ACCENTS

1975 BY 2015

MECCA MALL, NEW ERIE 3RD FLOOR - TELEPHONE 582304

BRIDGESTONE
Your Journey. Our Passion

اشتر إطارات بريدجستون
وادمحل على بطاقات سلتني من بنده

Dubai, Dubai Autodrome, 18th June 2016

ROLLS ROYCE

UNLEASH YOUR POWER

Black Badge Track Tour

2016

Dubai, Dubai Autodrome, 18th June 2016

NEVER STOP

The New 2012 Dodge Range

Dodge is a registered trademark of Chrysler Group LLC.

DODGE

INTRODUCING THE GREATEST OUTDOOR BBQ COMPETITION EVER! by Infusion

Big BBO Social

February 20th
4pm - 1am

Emirates Golf Course

FUN, FAMILY, FRIENDS, FOOD, FREE ENTRY, FREE PARKING, AND MANY MORE

For more information
www.bigbboevent.com #bigbbo

الصحة ليست
وجهة نظر

الوقاية
رؤيتك

www.999uae.com

TOUCHSTONE

WE SHADE IT BETTER

ADVERTISING & MARKETING
RECRUITMENT & STAFFING
PUBLIC RELATIONS
REAL ESTATE & BUSINESS
SOCIAL MEDIA/CONTENT

TOUCHSTONE

The Regency Center Tower, 25th Floor
AL SHARAH TOWER, ROOM C-1, 201 - 407 2111, E-MAIL: info@touchstone.ae

mastercard

MY MEA YEAR END PARTY 2017

NOVEMBER 28
7PM

EL CHIRINGUITO, RIXOS THE PALM

Havana Nights

COME IN HAVANA'S BEST ISLAND DRESS WITH FLORAL PRINTS, BRIGHT COLORS AND PANAMA HATS.

RSVP: MY_MEA@MASTERCARD.COM

aromatic
grainy
traditional
soft
savory
buttery
heavenly
creamy
rich
flaky
savory crusty
international
freshly baked

Bakery

www.spinneys-jordan.com

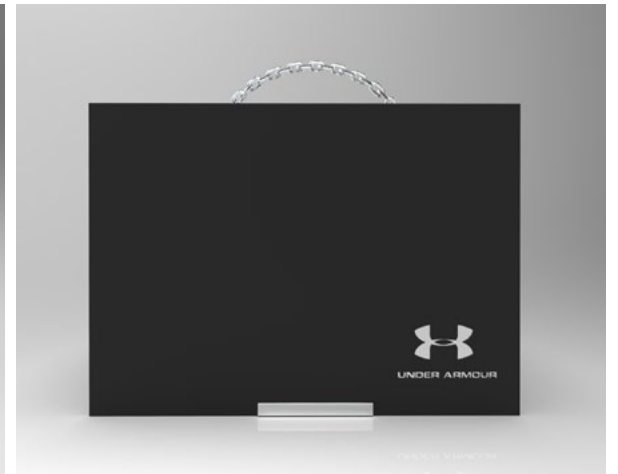
Spinneys



UNDER ARMOUR

Under Armour DXB 2017 #Iwill

To produce extraordinary gifts for people who attend the store opening as a memorable giveaway.



concept

Under Armour - Giveaway main idea

EVENTS MANAGEMENT
DESIGN



New Years Eve Festival - 2018 Abu Dhabi Tourism and Culture

Abu Dhabi tourism & culture plan is to develop Abu Dhabi city as an exciting new destination and to bring more visitors to the city to celebrate the new year' eve 2018.

The goal is to build a city populated by a variety of installations and activations to entertain people throughout the celebration until the countdown to the New Years' Eve.

My one of the few accomplishments is being part of a team that created the concept, designed the logo, created the proposal, and developed the brand elements for this event, starting with the pitching of the theme concept, the logo and proposal.

The two months of nonstop work on this yearly project have resulted in some incredible achievements.

the logo rational

The feel is in the heartbeat and everything comes alive, pulse racing like the expression of a new dawn.

An unforgettable moment continuously celebrates the colors of happiness. The pride of the nation is the colorful combination of diverse cultures and communities.

Pulse is the continuation of life, where happiness and joyful times never end, just like the artery that brings music to life.

Having a variety of cultures and traditions is what makes people strong.

Client: Abu Dhabi Tourism & Culture
Company: JK58 (Dubai)
Locations: Abu Dhabi, UAE
Role: Art Director
Year: 2017





Fireworks

+



Arabic Calligraphy

+



Abu Dhabi Skyline

+



Pulse



facebook

Facebook Photo Opportunity

Activation idea that brings Europeans and the Middle East together and attracts guests with an unforgettable experience!

unforgettable moments

An activation is held with Light Arabic Calligraphy as a memorable photo opportunity for attending the launching office's event

Client: Facebook
Company: JK58 (Dubai)
Locations: Dubai, UAE
Role: Art Director
Year: 2017

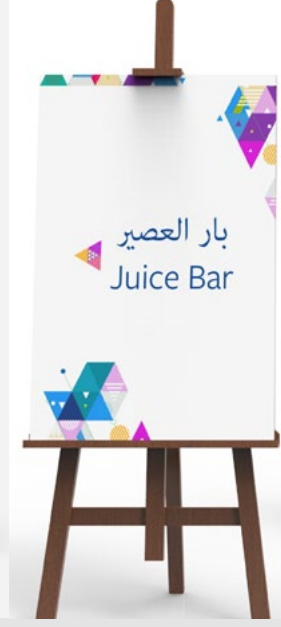


a place to connect

The event must create an impactful media moment while getting guests to think differently about the Facebook suite of apps.

Client: Facebook
Company: JK58 (Dubai)
Locations: Dubai, UAE
Role: Art Director
Year: 2017









Instagram

Instagram Summit - Inspired Action

A summit to inspire people about Instagram's app and new updates which will be held in Riyadh and Jeddah.

The event branding and color theme are inspired by the Inspired Action identity with the vibrant and outstanding look and feel.

To create a space in KSA where guests can be educated on Instagram's range of services.

To provide an engaging event with a suitable location and interactive video opportunity as well as giveaways to make the event a memorable experience.

Event Branding and Booth Activations

video booth

Visitors can create magical memories by using the pinwheel backdrop for video or photo booth sessions.

The pinwheels colors are inspired by the Instagram identity “Inspired Action”, where visitors can carry a pinwheel and spin it to add more fun to the experience.

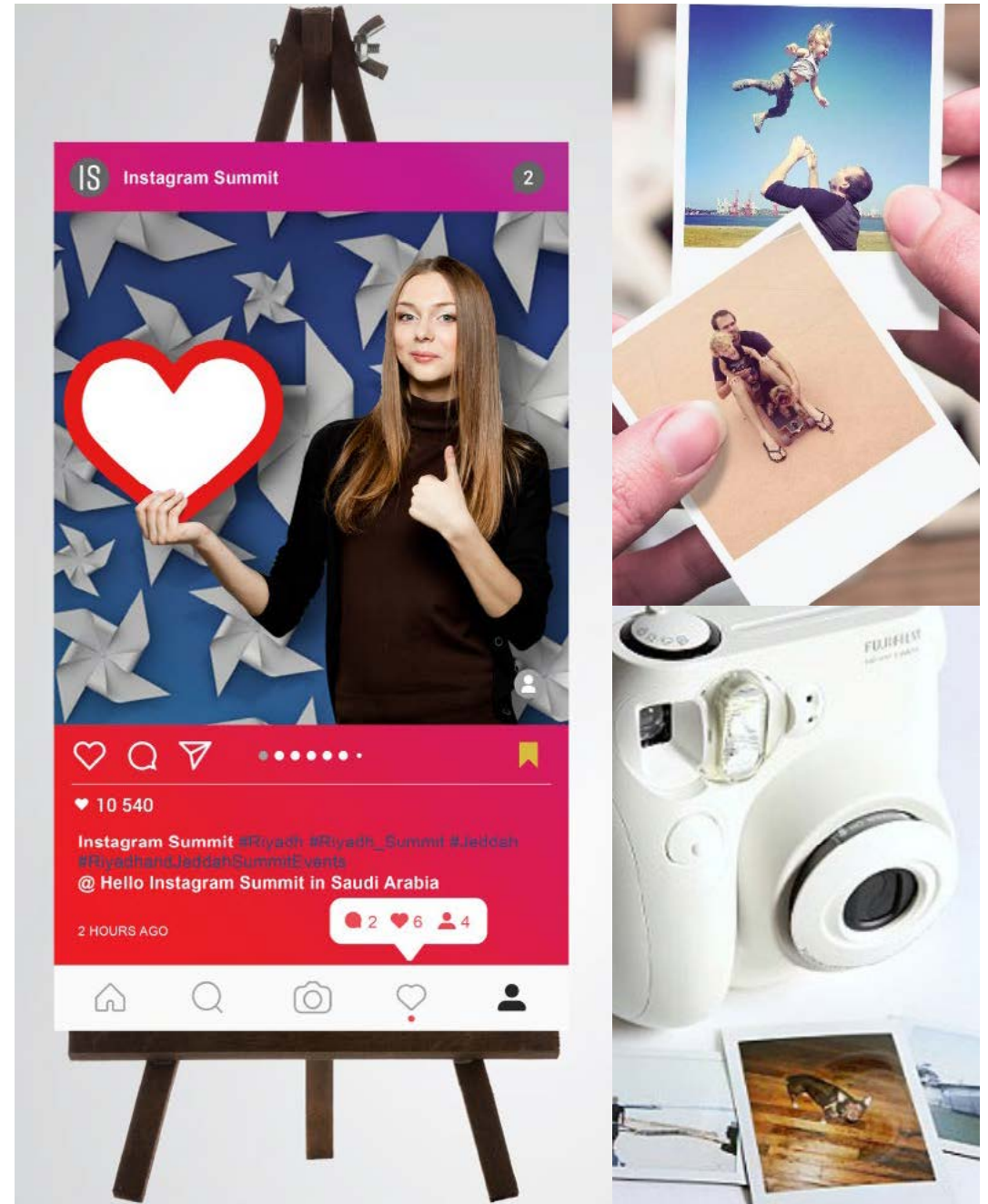
Client: Instagram
Company: JK58 (Dubai)
Locations: Riyadh & Jeddah, KSA
Role: Art Director
Year: 2018



photo on easel

A companion to the photo wall, this giveaway will be a branded Polaroid to remember the event. The polaroid 'frame' can have inspirational or brand messaging.

Guests also receive a tiny easel to put on their desks to mount their polaroid.





Rolls Royce Black Badge Track Tour

Best Bespoke Dealer Worldwide Rolls-Royce Motor Cars Abu Dhabi *Award winning design*

5.4.2017.- Rolls-Royce Motor Cars has announced the results of the company's celebrated Global Dealer Awards for 2016 at its annual World Dealer Conference held in London. Rolls-Royce Motor Cars Sunningdale was recognised in three categories, including the prestigious Global Dealer of the Year award.

The Awards in full: Global Dealer of the Year:
Rolls-Royce Motor Cars Sunningdale Regional
Dealers of the Year:

Best Bespoke Dealer Worldwide: Rolls-Royce
Motor Cars Abu Dhabi.



Best Bespoke Dealer Worldwide
Rolls-Royce Motor Cars Abu Dhabi
Award winning design

Event Theme and Concept Design

key visual

I developed the event concept and came up with the name “UNLEASH YOUR POWER” for the event. All event locations implemented the approved artwork.

Client: Rolls Royce
Company: Platinum (Dubai)
Locations: Bahrain, Qatar, Dubai & Abu Dhabi
Role: Art Director
Year: 2016

Dubai

- Dubai Autodrome
- 18Th June 2016



Bahrain

- Bahrain International Circuit
- 15th October 2016



Abu Dhabi

- Yas Marina Circuit
- 22nd October 2016



Qatar

- Losail International Circuit
- 11th, 12th November 2016



Paris



UNLEASH YOUR POWER
Black Badge Track Tour



Abu Dhabi, Yas Marina Circuit, 22nd October 2016

*Black is
The new Bla*

rolls royce - black badge

There are four different locations where the events are held:
Bahrain, Qatar, Dubai and Abu Dhabi

Race tour was created to give the guests the chance to experience a
new experience by driving the car themselves.



Careem Initiatives Proposal

The aim is to come up with various initiatives and activities in various places such as pickup points, pubs, exhibition centers, etc. to bring Careem closer to its potential consumers.

“Every ride counts”

To empower the presence of Careem by engaging with its consumers and keep the service in their mind.

Ice Careem Initiative Idea

The goal is to bring Careem closer to its potential customers through various initiatives and activities at pickup points, pubs, exhibition centers, etc.

Objective

The purpose is to enhance Careem's presence by engaging with its consumers and keeping the service at the forefront of their minds.

Client: Careem
Company: JK58 (Dubai)
Locations: Dubai, UAE
Role: Creative Director
Year: 2018



Ice Careem Initiative Idea

A customised trucks delivering free ice cream will be available in different locations, including the “kite beach” where people can soak up the sun and try the flavor of their choice.





Toyota Land Cruiser Prado Launch

toyota prado my18 launch - Al Futtaim Motors

An off-road tour was created to give the guests the experience to test drive the new car.

To create a concept to launch the new Prado on an off-road experience, as well as the event concept.

toyota invitation

A corporate invitation is created to invite people to watch the Toyota launch, as well as to drive the new Prado and experience an amazing off-road experience in the deserts.

Client: Toyota
Company: JK58 (Dubai)
Locations: Dubai, UAE
Role: Art Director
Year: 2017







**UNIQUE EVENT'S
PROPOSALS**

Initiatives and Activities



2015
REGIONAL DEALER
CONFERENCE MIDDLE EAST

REGIONAL DEALER CONFERENCE

For many years, the event was held in two different locations, Qatar and Dubai, in 2015, 2016 and 2017.



شكراً
Thank You!