

RHEA JHAVERI

Creative Director

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Summary

Creative leader with a decade of experience elevating brand narratives through strategic storytelling and innovative visual design across diverse industries, from F&B and fashion to real estate, banking, and government. Rhea is known for wearing multiple hats with ease, staying adaptable while delivering effective, considered creative solutions. Her passion for pushing creative boundaries is matched by her ability to lead high-performing teams, uphold strong design standards, and collaborate closely across departments to deliver consistent, high-impact work. She brings clarity to briefs early, aligns stakeholders quickly, and keeps creative delivery moving smoothly from request to rollout. Recently recognized as one of Campaign Middle East's Creative Faces to Watch 2024, Rhea combines strategic vision with hands-on leadership to shape brand identity, streamline creative implementation, and drive meaningful transformation.

Experience

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|---|-------------------|
| Create Group | Dubai, UAE |
| Senior Art Director | 2023 - 2026 |
| <ul style="list-style-type: none">• Led creative innovation for 12+ high-profile clients across government, culture, and real estate in the UAE and KSA, including PIF, Visit Dubai, Nakheel, COP29, Louvre Abu Dhabi, VOX Cinemas, and Etihad, ensuring visual and brand strategy aligned with long-term business objectives.• Increased brand engagement by 30% by executing targeted social campaigns for Dubai Holding and Zayed Sustainability Prize.• Spent two weeks onsite in Saudi Arabia working directly with PIF, transforming and elevating their visual language, and presenting the evolved system to senior stakeholders for rollout across key touchpoints.• Conceptualized & produced a short film for an AI Hackathon, exploring emerging technology through storytelling and experimental visual formats.• Played an active role in business growth, pitching bold creative ideas to senior clients and successfully transforming brand narratives for 6 major entities under tight timelines.• Led and mentored a cross-regional team of 8 designers and animators across the UAE, KSA, and Egypt, driving collaboration, talent development, and improving delivery timelines by 25%.• Recognized as Campaign Middle East – Creative Faces to Watch 2024, highlighting leadership, innovation & impact within the creative industry. | |
| Umami Communications | Dubai, UAE |
| Creative Director | 2022 - 2023 |
| <ul style="list-style-type: none">• Owned creative direction for 20+ F&B & fashion brands including LPM, Hutong, Glenfiddich, Stella Artois, and Dave's Hot Chicken across social and digital platforms.• Led senior client relationships, presenting and pitching creative strategy and direction decks, and signing off on visual identity, tone, and content frameworks.• Directed an advertising campaign for YSL Beauty, overseeing concept, visual direction, and production end-to-end.• Managed and mentored a team of 17 creatives, setting standards, reviewing work, and ensuring consistent, high-quality output.• Secured 5 new business wins and agency growth, contributing to a 25% increase in quarterly revenue within 5 months of joining.• Streamlined internal processes, resulting in a 30% boost in efficiency and improved operational workflows. | |
| PRM GLOBAL | Dubai, UAE |
| Freelance Senior Creative Lead | 02/2023 - 04/2023 |
| <ul style="list-style-type: none">• Providing leadership, strategic direction, and creative guidance in executing visual concepts and social campaigns for Ras Al Khaimah Tourism Development Authority (RAKDA) at PRM Global | |
| Publicis Sapient | Dubai, UAE |
| Art Director | 2020 - 2022 |
| <ul style="list-style-type: none">• Led creative direction for Mastercard MEA & KSA across major regional and global campaigns, owning concept, visual direction, and execution for high-impact initiatives.• Art directed flagship Mastercard campaigns, including Feminine Arabic, She Is Priceless, Her Voice, and Astronomical Sales with noon, shaping the creative vision and ensuring strong cultural relevance and brand consistency across the MENA region.• Directed large-scale integrated campaigns and on-ground activations for UEFA Champions League, Dubai Jazz Festival, Expo 2020, and Riyadh Season, spanning physical experiences with social and digital amplification across the UAE and KSA.• Led creative direction for Mastercard co-branded partnerships with global tech and consumer brands including Apple Pay, Samsung Pay, Uber, Talabat, Careem & Noon, overseeing visual and motion output at scale.• Delivered 10+ concurrent projects at a time, ensuring creative excellence, consistency, and on-time execution across teams and platforms.• Led and mentored a cross-disciplinary creative team of 5, improving work quality and delivery efficiency by 40% through clear direction and hands-on leadership.• Delivered award-winning campaigns and content, contributing to initiatives generating 19.8M impressions, 6.68M video views, and 5 industry awards, and recognized internally with the Core Values Award – Embracing the Future. | |

Experience

Multimedia Designer

2017 - 2020

- Designed and produced **ATL, BTL, social, and digital assets** for **Mastercard MEA**, supporting regional campaigns and partner initiatives across the MENA region and KSA.
- Created **motion graphics** for social and digital platforms, delivering platform-ready content at scale across multiple campaigns.
- Developed visual assets and toolkits for Mastercard partner brands including **Vogue, Samsung, talabat, Vodapay, Centerpoint, Lulu, Masterpass, and Qatar Airways**, ensuring brand consistency across executions.
- Designed a **landing page for OSN**, applying brand guidelines to a clean, functional digital experience.
- Produced high-volume **banners, toolkits, and campaign assets**, maintaining strong craft, accuracy, and quality control under tight timelines.

SOCIALEYEZ

Dubai, United Arab Emirates

Graphic Designer

2016 - 2017

- Designed and delivered high-volume, platform-native social media content for regional and global brands including **Coldstone ME, Philips ME, Abu Dhabi Airports, Schwarzkopf Professional ME, and Al Rais Tourism**.
- Increased **project efficiency by 40%** by integrating strategic insights with on-brand visual communication.

Awards

💎 Publicis Sapient
(Core Value Awards)
Embracing the Future - Champion 2020

💎 New York Festivals Awards 2021
Astronomical Sales - Mastercard (Bronze)

💎 Campaign Middle East
Creative Faces to Watch 2024

💎 Pitcher Festival of Creativity 2022 -
She is Priceless - Mastercard MEA (Bronze)

💎 D&AD Awards Shortlist 2020
Astronomical Sales - Mastercard

Education

University for the Creative Arts - London School of Design & Marketing
MA Design

London, UK

University of the Arts London - Central Saint Martins
BA (Hons) in Graphic Design

London, UK

University of the Arts London - Central Saint Martins
Foundation Diploma in Art and Design

London, UK

Skills

Creative Strategy Development · Branding & Identity Design · Concept Development & Storyboarding · UX/UI Design & User-Centric Design Thinking · Photography & Photo Editing · Video Production & Film Direction · Copywriting & Content Creation · Runway · Kling Ai · Reve · Midjourney · Sketch · InDesign · Mac OS · OS X · Photoshop · Illustrator