

# HARRY ATALLAH

Storytelling Through Art & Creativity



Toronto, ON



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## SOFTWARE & TOOLS

### Design & Branding:

Adobe Photoshop, Illustrator, InDesign

### Motion Graphics:

Adobe After Effects

### UI/UX & Digital Design:

Adobe XD

## EDUCATION

**Bachelor of Arts in Graphic Design**  
Lebanese International University  
2006

## LANGUAGES

- English
- French
- Armenian
- Arabic

## ABOUT ME

Award-winning Senior Art Director & Designer with 15+ years of experience in branding, advertising, and visual storytelling. Passionate about crafting impactful designs that engage and elevate brands. Currently shaping creative campaigns at Jamieson Labs, with a background leading major projects at FP7 McCann and Young & Rubicam.

## PROFESSIONAL EXPERIENCE

### Creative Designer

[Jamieson Labs](#)

**Feb 2023 – Present**

Toronto, ON

- Manage marketing designs and campaigns for Jamieson Labs in Canada and international markets.
- Develop creative assets for print, digital, and packaging to align with branding guidelines.
- Collaborate with marketing teams to ensure effective visual communication strategies.
- Designed cohesive brand visuals across multiple product lines, maintaining a unified aesthetic across Jamieson, Progressive, Smart Solutions, IronVegan, and YouTheory.
- Crafted strategic creative solutions that enhanced brand engagement and consistency across diverse industries.

### Freelance Designer & Associate Creative Director

[FP7 McCann](#) – Fortune Promo Seven

**May 2016 – May 2022**

Beirut, LB & Erbil, IQ

- Led the Erbil office, managing both creative direction and client relationships.
- Developed and executed advertising campaigns across digital, print, and TV platforms.
- Created branding concepts, marketing materials, and advertising visuals for FP7 clients.
- Worked closely with account managers to ensure consistent brand storytelling.
- Delivered innovative design solutions tailored to client objectives across multiple industries.
- Based in Erbil (2016 – 2020) and Beirut (2020 – 2022).

### Senior Art Director & Associate Creative Director

[Young & Rubicam](#) – VMLY&R

**Dec 2013 – Mar 2016**

Riyadh, KSA & Beirut, LB

- Led creative teams in developing branding, advertising, and marketing materials.
- Designed and directed visual communication strategies for high-profile clients.
- Managed the concept development and execution of multi-platform advertising campaigns.
- Developed creative assets that adhered to global brand guidelines while adapting them to regional markets.
- Based in Beirut (2013 – 2016) and Riyadh (2016 – 2017).

### Art Director

[Wunderman Thompson](#) – VMLY&R

**Nov 2009 – Nov 2013**

Dubai, UAE

- Led creative teams in crafting branding and marketing materials for global clients.
- Designed and executed integrated advertising campaigns across digital, print, and motion graphics.
- Ensured brand consistency through customized design solutions tailored to diverse audiences.
- Created high-impact visual storytelling elements that enhanced brand recall and engagement.

### Designer

[MullenLowe](#)

**Jan 2007 – Nov 2009**

Dubai, UAE

- Developed branding materials and advertising assets for regional and international clients.
- Designed and implemented creative strategies to enhance brand identity and awareness.
- Collaborated with copywriters and strategists to develop compelling visual campaigns.
- Delivered cohesive brand experiences, ensuring consistency across all marketing channels.