

I do Art Direction,  
I do Creative Stuff...  
I do also play Artist.\_

Germán F. González / [notfromgermany.com](http://notfromgermany.com)

Germán

Creative (Art) Director

\*not from Germany

As a result of over 20 years of experience working in the creative field as Art Director and consultant for various studios, advertising agencies and corporations, while also serving as a university professor in the field of design - currently based in Dubai - I have been able to hone my skills and become a visual storyteller, creating imaginative and inspirational artworks, working closely with several clients and brands from different countries and multicultural backgrounds.

As an advertising professional, I am well versed in how to create concepts to reach the end consumer. My experience includes conceptualization, development, management and supervision of the creative teams as well as the different stages of several advertising campaigns, events and activations. Always maintaining direct contact with the working teams, suppliers and clients involved.

At the same time, I have developed a career as university professor in the field of graphic design, gaining additional experience in how to mentorship and convey ideas to fairly heterogeneous groups of people, thus growing as a visual communications professional.

Please be welcome to know more about myself and my experience, having a look of my work at my website [www.notfromgermany.com](http://www.notfromgermany.com)

Given my background and experience, I strongly believe I am in a position to contribute to the Agency's efforts from the Creative (Art) Director, or similar position.

Thank you in advance for your consideration.

Sincerely,

Germán F. González

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# Germán

Creative (Art) Director

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## Experience

### Creative (Art) Director

2020 - Present | Freelance | Dubai  
TBWA\RAAD | MCH Global | Asia Digital | C2 Comms  
Linkviva | Saudi Tourism Authority | Creative Animals  
- Concept/Strategy for Events, Activations, and Campaigns.  
- Full projects development, execution and team mentorship.

### Creative Lead

2016 - 2020 | EMAAR | Dubai  
- Manage work team initiatives including meetings and cost-effective projects development.  
- Creative conceptualization, supervision, and implementation.  
- Provide creative leading to a team of in-house creative personnel additionally to outsourced talents, agencies, and suppliers.

### Senior Project Designer

2015 - 2016 | Pico International | Dubai  
- Creative/Art direction applied to the MICE Industry projects and 360° Advertising.  
- Mentoring/leading a team junior 2D/3D designers and finalizers.  
- Full project development and implementation.

### Graphic Designer

2013 - 2015 | EMAAR | Dubai  
- Graphic design and visual concept development.  
- Multimedia resources allocation.  
- Presenting ideas and concepts to different management hierarchies.

### Creative Executive

2012 - 2013 | BRANDS International | Dubai  
- Leadership and guidance to a creative team.  
- Projects creative conceptualization, budget and resource allocation.

### Senior Art Director

2005 - 2012 | Equis Image Creators | Venezuela  
- Managing a team of creatives including Art Director, graphic designers, photographers, and copywriters.  
- Meeting with clients and account directors to set project stages.  
- Presentation and pitches to get new projects and retainers accounts.

## Miscellaneous

### Freelance Art Director

2012 - 2013 | Retouch Brands | Spain - China  
- Concept development and visual storytelling for different campaigns  
- Overseeing projects stages from end to end.  
- Working alongside different external suppliers and teams.

### Creative Director | Co-Owner

2008 - 2011 | Studio Chemarre | Venezuela  
- Concept development and visual storytelling for different campaigns  
- Budget allocation for the different project needs.  
- Commissioning illustrators, videographers and other suppliers.

### Design Professor

2007 - 2010 | JMV University - UC Talavera | Venezuela  
- Work with different groups of students on several design and advertising subjects. Groups of up to 40 students.  
- Mentorship, supervision and guidance to work on the different projects and assignments.  
- Courses planification, study plans and qualification system for different subjects.

### Freelance Creative/Art Director

2001 - 2010 | Germinador Creativo | Venezuela  
- Concept development, leading a team of Art Directors, graphic designers, photographers and illustrators.  
- Project presentation and pitches to get new projects and clients.

## Courses

Public Speaking & Presentation Skills

Problem Solving: Digging Deeper

The Essentials of Budgeting for Non-financial Professionals

Time Management: Planning and Prioritizing Your Time

**Partnerships** I've gained extensive experience by working with some of the world's best, including:

Expo2020Dubai - WarnerMedia/HBOMax - ITPPublishing - HomesrUs - ENOC - Nissan - EMAAR - Hyundai - Sony - ParisHilton - BritishEmbassy - Pier7 Freestyle Watches - Dubai Marina Mall - Souk Al Bahar - Yas Mall Abu Dhabi - Al Majaz - Dubai World Trade Center ALDAR The Dubai Mall - Cativen/ Grupe Casino - Downtown Dubai - Etisalat - Dubai Municipality - Klip UAE Digital Cash - SC Johnson

## Education

**Bachelor in Graphic Design**  
2002 | Design Institute of Caracas

**High School**  
1997 | Yale, Caracas

## Languages

**Spanish**  
Native

**English**  
Fluent - Full Professional Proficiency

## Skills

Creative Conceptualization  
Art Direction  
Strategy  
Adobe CC  
Cinema 4D