

# Mohammad Irsheid

Passionate creative leader with proven experience in building integrated campaigns and social strategies. I blend strategic insight with practical creative execution, empowering teams and creating a collaborative, inspiring work environment.

Art Director

+966 54 6376496 | [mohammad.q.irshid@gmail.com](mailto:mohammad.q.irshid@gmail.com) | [mohammadirsheid.com](http://mohammadirsheid.com) | [linkedin.com/in/mohammadirsheid](https://linkedin.com/in/mohammadirsheid)

## Experience

### Burson (WPP) | Riyadh, KSA

#### ● Art Director | Jun 2023 – Oct 2025

- Spearheaded creative concept development in collaboration with copywriters, delivering fully integrated campaigns across multiple channels under tight deadlines for high-profile clients.
- Led brainstorming sessions and idea generation, ensuring alignment with client goals and market trends.
- Managed all phases of production from pre-production to final delivery overseeing shoots, edits, and approvals.
- Developed sketches, storyboards, and visual mockups to translate ideas into compelling visuals and guide the creative process.
- Supervised creative teams on key accounts, maintaining high standards of quality, consistency, and creative excellence.

The projects handled for: AlUla Film, Royal Commission for AlUla (RCU), Royal Commission for Riyadh City (RCRC), Huawei, HONOR Mobile, Spotify, King Salman Park Foundation, Noor Riyadh, Tuwaiq Sculpture Symposium, ACWA Power, Schneider Electric, Cristiano Ronaldo and ALAT.

#### ● Jr. Art Director | Jun 2018 – Jun 2023

### Maestro Group | Riyadh, KSA

#### Sr. Graphic Designer | Mar 2016 – Jun 2018

- Specialized in event-focused campaigns and visual identities.
- Created key visuals, branding, and marketing assets for major events.
- Involved in video production and decorative element design for immersive event experiences.
- Collaborated closely with event planners and creative teams to align visuals with event themes.

### GT CreativeHouse | Riyadh, KSA

#### ● Art Director | Apr 2014 – Mar 2016

Led the full creative direction for major events such as the 22nd Arabian Gulf Cup and Dirab Motor Park, covering everything from creative vision and visual identity development to design assets, video production, and environmental design. I managed projects from initial concept through production, on-site execution, and final post-event handovers and documentation.

#### ● Sr. Graphic designer | May 2012 – Apr 2014

### S.P.A (Specialist Pioneers Agency) Riyadh, KSA

#### Graphic Designer | Apr 2011 – Apr 2014

From intern to graphic designer, I specialized in branding and visual identity projects across various industries in both the government and private sectors.

## Education

An Najah National University | Bachelor of Arts (B.A.)

## Certifications

Presenting creative work: D&AD Masterclass, Cinematography workshop: iadp, Digital Marketing: FLTC and After Effects CC Silver: Adobe

## Software

Design and Presentations: Photoshop, Illustrator, InDesign, After Effects, Keynote, and Powerpoint

## Languages

Arabic (Native), English (Fluent)

## Awards

Shortlist Dubai Lynx, MEPRA Award: 4 Gold - 2 Silver - 1 Bronze