

Hani Jawhari

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ART DIRECTOR / CREATIVE LEAD

INTEGRATED CAMPAIGNS • DIGITAL & UX • BRAND EXPERIENCES • ART DIRECTION

CREATIVE PROFILE

Multidisciplinary Art Director with 12+ years of agency experience turning business challenges and consumer insights into integrated campaigns, digital experiences and brand platforms for major global brands including Coca-Cola, Unilever, Kraft, Nintendo, Keurig, Conagra, Mars and Nissan. Brings together conceptual thinking, art direction and UX sensibility to create ideas across digital, social, content, e-commerce, experiential and retail. Experienced in leading work from pitch through production, collaborating with strategists, copywriters, designers, producers and digital teams, and presenting creative ideas to senior clients and stakeholders. Known for balancing big-picture thinking with strong craft, attention to detail and high-quality execution.

CREATIVE & DIGITAL CAPABILITIES

Concept Development • Art Direction • Integrated Campaigns • Digital Experiences • UX/UI Thinking • Social & Content • Brand Experiences • Visual Identity & Design Systems • Pitch & Storytelling • Client Presentations • E-commerce • Experiential & Retail • Photography & Production Direction • Cross-Functional Creative Leadership

TOOLS & TECHNOLOGY

Adobe Creative Suite • Figma • AI Creative Tools • UX/UI Design

AI Ahly Soccer Academy (North America) | Creative & Brand Lead (Consultant)

September 2025 - Present

- Own creative and brand direction for the academy's North American expansion, connecting business strategy, audience insight and customer experience across digital and physical touchpoints.
- Develop brand narratives, campaign concepts, social content and creative systems that translate a global sports brand for a new market and audience.
- Create and present strategic and creative pitch narratives to senior stakeholders supporting partnerships, growth and market development.
- Led the concept and customer experience for the flagship retail environment, connecting brand identity, spatial design and consumer journey.

LPi Group | Art Director - Creative Lead, Integrated Accounts

September 2017 - September 2025

Clients: Unilever, Coca-Cola, Kraft, Keurig, Corby Spirits, Conagra Brands

- Developed and led insight-driven creative concepts and integrated campaign platforms for major consumer brands, from brief and pitch through production and national rollout.
- Created ideas and visual systems across digital, social, e-commerce, retail, content, packaging and experiential touchpoints, adapting the core concept to different customer journeys and environments.
- Partnered closely with strategy, copy, account, digital and production teams to translate consumer insights and business objectives into compelling creative solutions.
- Led art direction across key visuals, digital experiences, photography and content production, maintaining a high level of craft and consistency across channels.
- Developed and presented campaign concepts, creative rationale and pitch decks directly to clients and senior brand stakeholders.
- Managed multiple concurrent projects and multidisciplinary workstreams while maintaining quality, timelines and the integrity of the creative idea.

EARLIER EXPERIENCE

August Design | Art Director - Digital & Campaign Lead

April 2015 - August 2017

Clients: Hunter Douglas, The Mobile Shop, PC Mobile

- Concepted and designed digital campaigns, microsites and branded customer experiences for retail and consumer brands.
- Translated business goals and user needs into intuitive, engaging and conversion-focused digital experiences.
- Developed UX-informed layouts, visual systems and campaign experiences with strong attention to hierarchy, interaction and brand consistency.
- Partnered with multidisciplinary teams to move digital ideas from concept through design and launch.

Smith Roberts | Art Director

February 2013 - March 2015

Clients: Educators Financial Group, Corby Spirits, Tandia

- Led integrated campaign development across print, OOH and digital from concept through final execution.
- Mentored junior designers and supported new-business pitches, creative reviews and concept development.
- Contributed to AIME Award-recognized work across digital platforms and outdoor advertising.

International Agency Experience | Art Director

Earlier Career | Dubai, UAE

Clients: Noor Bank, Kraft, Oreo, belVita, Arla, Lurpak, PUCK, Swatch, Pampers, Advil, Centrum, Nissan, Mars, M&M's

- Led concept development and visual execution for global and regional brands across integrated campaigns and culturally diverse markets.
- Adapted international brand platforms for regional audiences while maintaining global standards, production quality and local relevance.
- Collaborated across creative, account and production teams to bring ideas from concept through execution.
- Earned recognition through Summit International and Lynx Awards.

EDUCATION & PROFESSIONAL DEVELOPMENT

UX Design Certificate | BrainStation, Toronto
UI Design Certificate | BrainStation, Toronto
BS, Business Management | Southeastern University, Washington, DC
BFA, Graphic Design | Lebanese American University, Beirut