



Life is a blank canvas waiting for you to bring it to life with color.
Creativity isn't just about doing or making; it's a way of being.
It's a rhythm that flows through your thoughts, breath, and actions.
A lens through which you see the world differently, move with intention,
and transform the ordinary into the extraordinary.

Creativity is not an act it's a lifestyle, a state of mind, and a daily practice
of turning possibility into reality.

DR. ABDELKADER IDRIS

CREATIVE & MARKETING SPECIALIST

PhD in Psychology, specializing in Creativity, Innovation, and Leadership
Saybrook University, California, USA

MBA in Marketing, and Arts
California State University Long Beach, USA
Paris College of Art, France

Bē in   

Mobile: +971 58 511 8288

www.drabelkaderidriss.com





Name: Abdelkader Idriss

Birth: 23/05/1982

Nationality: French, Algerian

BIO

For over two decades of experience, I operate at the intersection of creative vision and cognitive science.

My approach is distinguished by a PhD in Psychology (specializing in Creativity, Innovation, and Leadership), allowing me to lead teams not just with artistic intuition, but with a deep understanding of human behavior and team dynamics.

I am a versatile leader who balances high-level conceptual thinking with hands-on execution. My expertise spans Creative & Design Direction, Digital Marketing, Motion Graphics, and UX/UI Design, with a cutting-edge focus on AI in creative workflows. Additionally, I bridge heritage and modernity through a specialized passion for Arabic lettering and calligraphy.

My track record includes delivering impact across digital, print, experiential, and social platforms for both B2B and B2C markets. Beyond client work, I am a proven community builder. With over 15 million views across TikTok, YouTube, and Instagram, I have evolved from sports content to cultural and scientific storytelling, fostering a thriving community focused on knowledge and wellness.

In short:

I combine artistic mastery with psychological insight to deliver work that works.

Expertise

- Creative & Design Direction (Branding, Strategy, Art Direction)
- Marketing & Digital Marketing
- Motion Graphics & Video Editing
- UX/UI & Digital Design
- AI Expert in Creative Applications
- Arabic Lettering & Calligraphy
- Photography
- Content Creation

Overview

- Over 20 years of experience in the UAE with multiple international awards.
- Expert in Creative & Design Direction, Marketing & Digital Marketing, Content Creation, and Social Media Strategy.
- Lead brand campaigns and develop creative content across digital and print platforms.
- Skilled in supervising visual assets graphics, videos, motion graphics, and animations while managing and inspiring teams of designers and copywriters.
- Collaborate with marketing, product, and sales teams to ensure cohesive brand communication.
- Strong in campaign performance analysis, team mentoring, and integrating AI driven creativity.
- Arabic Lettering & Calligraph

Key Metrics & Highlights

Experience & Impact

- 20+ years of expertise in creativity, marketing, branding, and digital media.
- 20+ international awards from major institutions (DMA, Ads of the World, Sky Sports, WD Awards).
- Worked with **50+** global and regional brands including Nike, Adidas, Emirates, McDonald's, RTA, and Emaar.

Campaign Results

- Increased engagement by **73%** across multiple digital campaigns (Instagram, TikTok, YouTube).
- Achieved **148M** views across social media platforms for creative and video content.
- Boosted sales by **69%** within **3** months for a campaign in different sectors.
- Generated **2800** qualified leads / registrations through targeted digital marketing campaigns.

Leadership & Management

- Managed and inspired creative teams of **3 – 10** members across design, marketing, and production.
- Supervised and delivered **200+** projects annually on time and within budget.

Innovation

- Pioneered AI driven creativity in advertising projects across the GCC market.
- Integrated Arabic Calligraphy & Digital Design into modern campaigns recognized in-ternationally.

EDUCATION**Master in Science of Marketing (MBA) - 2005**

California State University Long Beach, USA

Master of Arts (MA) - Arts history, graphic and web design technology - 2007

Paris College of Art, France

Bachelor Degree in Commerce & Economics - 2008

Damascus University, Syria

Certifications & Professional Training:

Adobe Master Certification (2007) – Adobe Systems

Certified & Experienced in:

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Flash

LANGUAGES

Arabic: Mother Tongue.

English: Good reading, writing, speaking, and typing.

French: Good reading, writing, speaking, and typing.

WORK FOR***His Highness Sheikh:***

Mohammed Bin Rashid Al Maktoum

(Jawaher Book Cover)

Dnata

Adidas

Nike

Kit Kat

Dubai Government

McDonalds UAE

Lipton

Daman UAE

RTA UAE

Sparkys Summer Festival

PAUL Restaurant

BinSina Pharmacy Dubai

Fly Emirates

Fitness First

Odyssey

Abu Dhabi TV

Liwa Date Festival

Air Algerie

Air France

Atlantis The Palm

Her Highness Sheikha Hind

Bint Faisal Al Qasimi

Emaar Properties

Algerian Embassy in UAE

American Garden

Muscat Bank

ADIB UAE



EXPERIENCE

- **Creative & Digital Marketing Director / may 2025 to present / <https://effective.ae>**
Effective Branding & Digital Agency - Sharjah, UAE
- **Creative & Marketing Director / Jan 2025 May / <https://majordevelopments.ae>**
Major Developers - Dubai, UAE
- **Creative & Marketing Director / Jul 2023 to 2025 / <https://www.lootah.com>**
Saeed Ahmed Lootah Charity Foundation - Semi-Government
- **Creative & Digital Marketing Director / 2023 / <https://radixmediamena.com>**
Radix media - Dubai, UAE
- **Design Manager / 2019 to 2023 / <https://www.added.gov.ae/en>**
Abu Dhabi Department of Economic Development (DED, Abu Dhabi Government)
Chairman Office
- **Creative & Marketing Director / 2018 to 2019 / <https://amazonfoods.ae>**
Amazon Foods UAE, Dubai, UAE
- **Creative Director / 2015 to 2018**
Imagin8 Creative Agency - Dubai Media City, UAE
- **Senior Art Director / 2011 to 2015 / <https://impactbbdo.com>**
Impact BBDO - Dubai, UAE
- **Creative Partner / Founder / 2009 to 2011**
Click Group. - Damascus, Syria
- **Senior Graphic Designer / 2005 to 2009 / <https://dev.leoburnett.com>**
Leo Burnett - Dubai, UAE.
- **Creative Partner / Founder / 1999 - to 2005**
Pixel Creative Studio. - Damascus, Syria - Algeria.

Creative Mind. Global Impact

Dubai, Abu Dhabi, Riyadh, Beirut, Algiers, Paris.

Idea generation, marketing & digital marketing, concept development, strategy, messaging, copy and visualisation for creative agencies.

Freelance Creative Director | Ideas Across Borders.**Agencies:**

Leo Burnett, Ogilvy, Impact BBDO

AWARDS

2025 — WD Awards Favorite:

<https://wdawards.com/web/creative-deer-dubai>

2024 — Ads of the world:

<https://www.adsoftheworld.com/campaigns?search=Abdelkader+dris&button=>

2015 — Sky Sports 2015/16 Premier League launch by Marketing Magazine.

2013 — Silver DMA Award For Jeep campaign .

2011 — Silver DMA Award For Fly Emirates campaign .

2010 — SITE OF THE DAY (E-CREATIVE.NET).

2010 — MY DESIGN AWARD.

2010 — CREATICA.COM.

2010 — WEB DESIGN FILE.

2010 — SUPER DESIGN BLOG.

2010 — MOST INSPIRED.

2010 — Precision Marketing Award for Tesco Organic campaign.

2010 — Silver DMA Award for the Air France campaign.

2010 — Awarded by LOGOLOUR BOOK.

2010 — Bronze DMA Award for the Volkswagen campaign.

2010 — NEW WEB PICK e-magazine interview and award.

2010 — One of only a few people nominated globally for the prestigious Sapient
Founder's Award.

**Awarded by more than 20 international websites who gives awards for the best
websites around the world.**

LE BOOK JURY MEMBER

OPEN THE JURY PAGE

In 2023 and 2024, I had the honor of serving as a jury member at LE BOOK, responsible for selecting some of the best creative works in the world, recognizing excellence across branding, design, motion, and digital innovation.

LE BOOK began as a highly collectible and highly designed reference book in Paris. Invented by Veronique Kolasa in 1982 as a private resource for her closest creative friends, it quickly became “The Bible of the Image Industries.” Over the past four decades, it has grown into an international reference, with a network of over 50,000 creatives at brands and advertising agencies involved in marketing, image-making, and media buying. The New York edition launched in 1995, followed by London in 1999, Berlin in 2009, and the West Coast in 2010, each providing comprehensive listings for photography, film, video production, and event-related services.



Ilyas Dkhissi
Director Of Photography / Marketing Manager
PSI



Hani Douaji
Director Of Creative And Design
MAJID AL FUTTAIM RETAIL (CARREFOUR)



Jules Doyle
Global Head Of Creative
THE BODY SHOP



Abdelkader Dris
Creative Director
CREATIVE DEER DUBAI



Del El Ayoubi
Head Of Production
CHICKPEA FILMS



Nancy El Khatib
Content & Engagement Manager
COLGATE PALMOLIVE



Farah El Masri
Regional Marketing Manager
RIMOWA



Tareq Elsarw
Senior Manager - Electric Mobility
(Polestar/Byd)
ALFUTTAIM AUTOMOTIVE



Mariam Elsayed
Digital Media Campaigns Lead
BURJEEL HOLDINGS



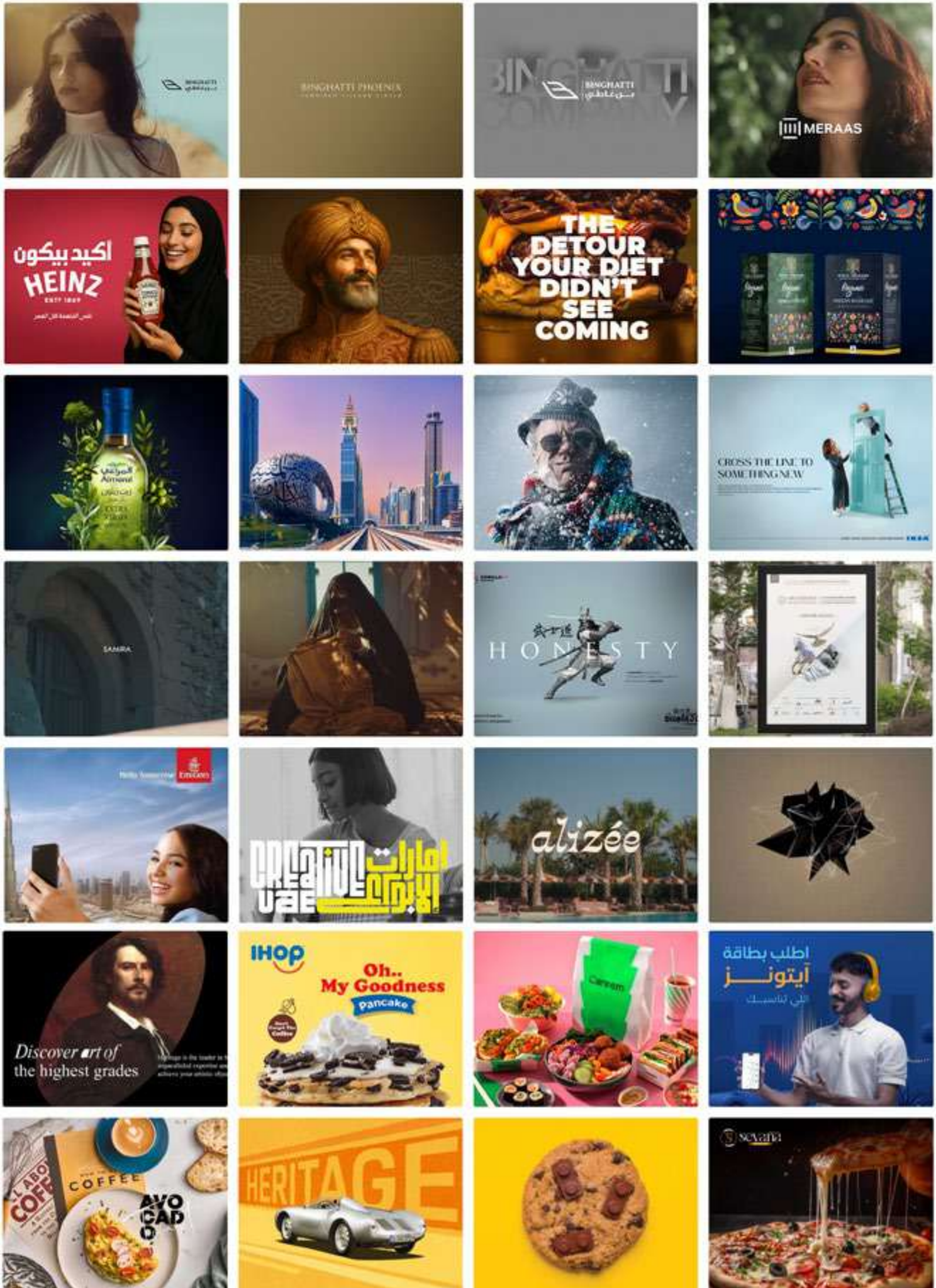
Federico Fanti
Chief Creative Officer
MCCANN



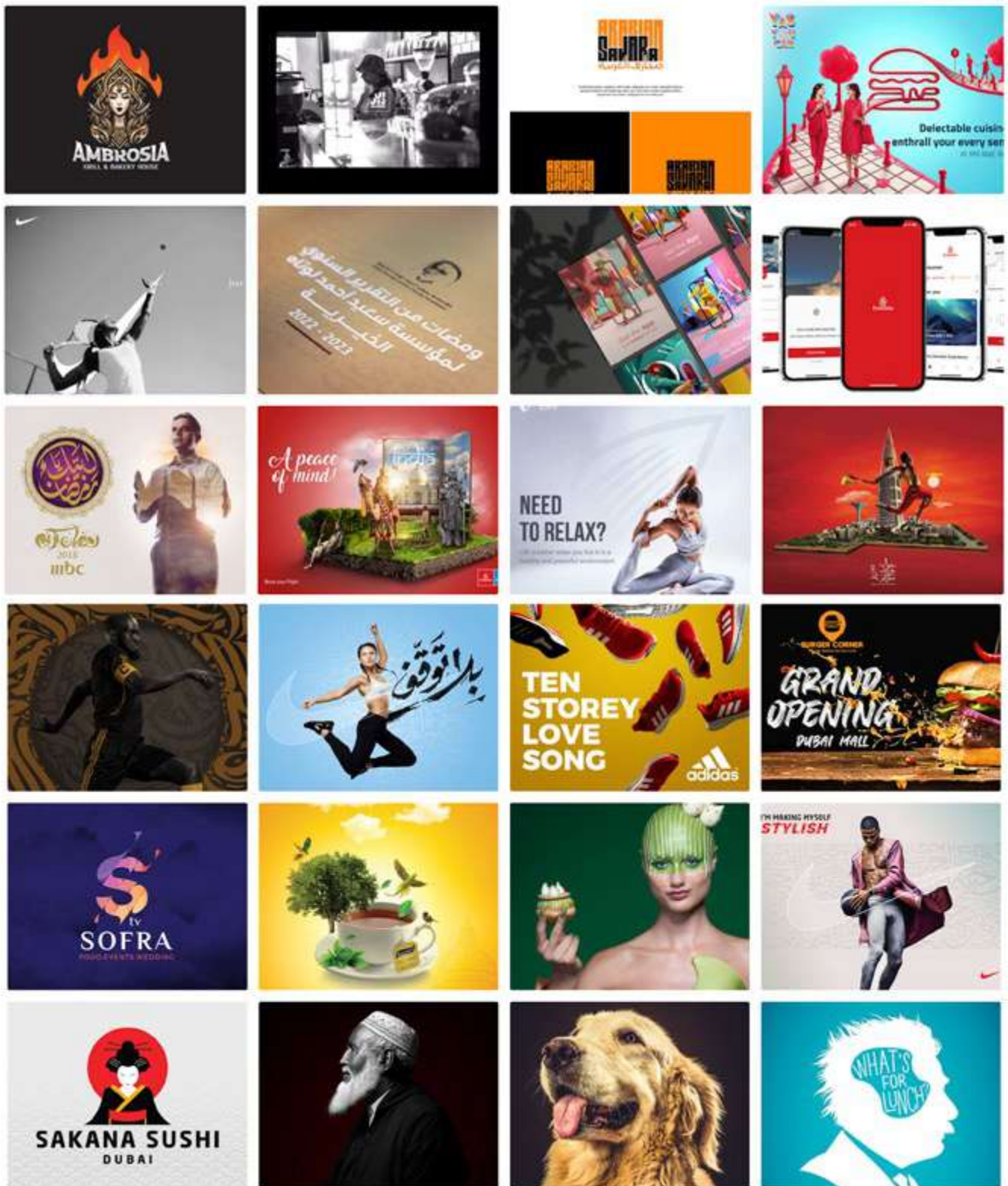
Lisa Farfour
Senior Marketing Manager
PVH



Naomi Galli-Merie
General Manager Middle East, Indian Ocean,
South East Asia
VALMONT GROUP



OPEN PORTFOLIO



DR. ABDELKADER IDRIS

CREATIVE & MARKETING DIRECTOR

MY PHILOSOPHY IS SIMPLE YET UNCOMPROMISING:

i believe in the power of ideas that spark change, inspire action, and solve problems with clarity. guided by a sharp sense of color and typography, i merge intuition with research to push creative boundaries crafting strategies in design, marketing, and digital that truly matter.

for me, design is not decoration, it's strategy and impact. and when combined with purposeful content and data driven marketing, it becomes a catalyst for growth and transformation.

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Awards: www.adsoftheworld.com/campaigns?search=Abdelkader+dris&button=

Behance: www.behance.net/creativedeer

LinkedIn: www.linkedin.com/in/abdelkaderdriss

Instagram: www.instagram.com/dr.abdelkaderidriss

TikTok: www.tiktok.com/@dr.abdelkaderidrissofficial

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