

contact me

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Sara Salim

I'm a Riyadh-based **Art Director** with a strong background in graphic design and a focus on campaign visuals, branding, and social media content. I bring creative direction with clarity from concept to execution whether it's leading a shoot, building a visual identity, or crafting ideas that connect. Always clear, always on-brand, and always with a creative edge.

Experience

Art Director

Ideative Digital Marketing Agency, Riyadh | 2025 – Present

- Led creative direction for campaigns and brand storytelling across digital and print platforms
- Planned and executed full campaign visuals from concept development to shoot supervision and final delivery
- Collaborated with copywriters, photographers, and account managers to ensure cohesive creative outcomes
- Maintained quality standards and kept brand visuals consistent across all projects.

Key projects

Match Makeup
The X
Wonder Garden – Riyadh Season
Misk – Youth Day Campaign

Senior Graphic Designer

Ideative Digital Marketing Agency, Riyadh | 2022 – 2024

- Took on a larger creative role, presenting ideas to clients and building stronger visual narratives
- Conducted internal workshops for junior designers and co-op trainees to raise the overall design standard
- Led branding and social media projects, balancing speed with strategic design thinking

Graphic Designer

Ideative Digital Marketing Agency, Riyadh | 2020 – 2022

- Created social media visuals, packaging, and brand assets for various industries including F&B, retail, and lifestyle
- Focused on clean, engaging design that aligned with brand tone and platform
- Worked closely with senior creatives to execute campaign visuals, layouts, and digital content
- Gained solid experience across Illustrator, Photoshop, and InDesign

Education

Graphic Design Diploma
Center of Excellence, UK

High School Education
Manarat Al Riyadh

Core Strengths

- Strategy Development
- Campaign Art Direction
- Styling & Shoot Supervision
- Team Mentoring & Workshops
- Branding & Identity Design
- Typography & Layout Design

Tools + Software

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Ai Tools

Languages

- English
- Arabic (intermediate)