

Ashish Gautam

CREATIVE LEAD

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9+ YRS CREATIVE DIRECTION · 4 MARKETS: UK, INDIA, BELGIUM, KUWAIT · 20+ BRANDS SHIPPED

PROFILE

Creative Lead building brand identity and campaigns for F&B, fintech and SaaS brands across the GCC, South Asia and the UK. Now brings Claude, automation and generative AI into that toolkit.

SKILLS

CRAFT & DIRECTION

Creative Direction, Brand Dev., Art Direction, Typography, Illustration, Storyboarding, Adobe CS, Figma

LEADERSHIP

Team Leadership, Research, Problem Solving, Stakeholder Comms.

AI & AUTOMATION

Claude · Workflow Automation · AI Image Generation · AI-Assisted Prototyping

AWARDS

- ★ **Hungry Bunny Innovation Award**
GCC Leadership Summit
- ★ **Golden Apple Award**
Applebee's revitalization, MENA & S. America
- ★ **Best Video Award**
YUM Brands UAE, 6-person team
- ★ **UNESCO Creative Person Award**
Pollution-awareness poster design
- ★ **Security Design & Print Award**
African passport design

EDUCATION

UCA · MA Graphic Design

London, United Kingdom

Thesis research in translating complex, data-heavy systems into clear, trustworthy visual language, now applied to product design where precision and user trust matter most.

EXPERIENCE

2024–
PRESENT
DUBAI, UAE

Creative Lead · Bayzat

Middle East & North Africa

- Own brand identity implementation across MENA, ensuring consistency and impact at scale.
- Partner with product design and marketing to shape concepts and go-to-market strategy.
- Pitch creative direction to investors and enterprise clients, staying ahead of trends.
- Direct storyboards, moodboards and website concepts that drive business results.

Brands:

Abu Dhabi Aviation, Kitopi, Tabby, Zomato, Deliveroo, The Giving Movement.

2022–
2024
DUBAI, UAE &
BELGIUM

Sr. Graphic Designer · Deliverect

North America

- Built and executed Deliverect's design strategy for its North American market expansion.
- Collaborated with global agencies and influencers to launch high-performing digital products.
- Led creative direction across lead-gen ads, website content, design libraries, RFPs and decks.
- Grew and led a design team spanning FinTech, SaaS and mobile app work.

Brands:

McDonald's, Popeyes, Jollibee, KFC, Little Caesars and Papa John's, serving 45,000+ businesses globally.

2020–
2022
KUWAIT / UK

Graphic Designer · KFG (Group)

- Planned and designed graphics, typesetting, illustration and TVC storyboards for cross-platform campaigns.
- Sourced and directed print vendors, illustrators and photographers for high-quality production.
- Led design and critical-thinking workshops for junior designers.

Impact:

13+ brands across the GCC, incl. Burger King, Pizza Hut, Taco Bell, Subway and IKEA.

2018–
2019
GURGAON, INDIA

Visual Artist · Ogilvy & Mather

- Delivered creative for PepsiCo, Absolut Vodka, Vodafone, Ray-Ban and national tourism campaigns.
- Managed cross-media brand identity, advertising and promotional projects.