

DALAS KAHILA

CREATIVE ART DIRECTOR

CONTACT

P: (971) 544 20 5951
E: kahiladas@gmail.com
W: www.dalaskahila.com
A: Dubai, UAE

SOCIAL

f Facebook/Dalaskahila
in LinkedIn/Dalaskahila
@ Instagram/Dalaskahila

SKILLS

Creative & Design Tools
AI in Visual Production (Expert)
Adobe Illustrator (Expert)
Adobe Photoshop (Expert)
Adobe Premiere (Expert)
Adobe After Effects
Adobe Lightroom
Adobe Audition
Figma
Hybrid AI & Traditional Workflow

Visual & Media Production
Videography
Cinematography
Photography
Film Direction
cinema camera operating
Video Editing
Storyboard
Digital Marketing

Marketing & Branding
Social Media
Brand strategy
Brand identity
Digital Marketing
Social Media Management

PROFILE

I am Dalas Kahila—a creative force in the world of visual arts. With over 16 years of experience, I specialize in turning ideas into engaging visual stories that resonate with energy and style. Each project I work on is approached with a fresh perspective, combining innovative thinking with a distinctive touch to help brands shine in entertainment, events, advertising, real estate and digital media. I also have a deep passion for photo/Videography & editing ensuring that every frame tells a memorable story. Over the years, I've had the opportunity to collaborate with respected global names like Steve Harvey Global, Samsung, Toyota, and British American Tobacco.

EXPERIENCE

04/2026 - PRESENT
HEAD OF MEDIA DEPARTMENT
CINEMACITY Abu Dhabi, United Arab Emirates

- Lead the creative and media function for Cinemacity Starlight and 1927 across cinema, hospitality, F&B, and live experiences.
- Direct integrated campaigns across digital, social media, web, print, outdoor, LED screens, and on-site touchpoints.
- Oversee end-to-end photo and video production, from concept and art direction to filming, post-production, and delivery.
- Manage the in-house creative team and collaborate with marketing, PR, operations, agencies, and production partners.
- Integrate generative AI into creative workflows to accelerate visual development and content production while maintaining brand consistency.

Website <https://www.cinemacity.ae/> **Instagram** <https://www.instagram.com/cinemacityuae/>
<https://www.instagram.com/cinemacitystarlight/>

01/2025 - 04/2026
CREATIVE DIRECTOR
TOWNX REAL ESTATE DEVELOPMENT Dubai, United Arab Emirates

- Lead the creative development of marketing visuals, video concepts, and brand storytelling across multiple channels.
- Oversee the production of photos and videos, ensuring high visual standards and alignment with TownX's brand identity.
- Create key assets such as social media designs, marketing visuals, brochures, and presentation materials.
- Develop ideas, scripts, and light storyboards for campaign videos and corporate content.
- Used AI to restore legacy 3D renders and create new renders with updated visuals and alternative angles for projects.

Website <https://townx.com/> **Instagram** <https://www.instagram.com/townxcom/>

08/2023 - 11/2024
CREATIVE ART DIRECTOR
MELT MIDDLE EAST & OWS CAPITAL Dubai, United Arab Emirates

- Directed cross-platform creative projects, enhancing brand visibility by 20% through innovative visual storytelling across film, social media, and live events.
- Conceptualized and implemented celebrity-driven campaigns, increasing engagement by 15% through strategic content creation and endorsements from high-profile figures such as Steve Harvey and Ryan Reynolds.
- Collaborated with Western and MENA celebrities to produce culturally resonant media content, bridging markets and strengthening brand identity
- Led the execution of major events, including the MELT Middle East Golf Classic and Open Fire Food Festival, attracting thousands of participants and solidifying the brand's presence in the region.

Website <https://melt-mideast.com/> **Instagram** <https://www.instagram.com/melt.live/>

SKILLS

**Leadership &
Project Management**

Team Leadership
Mentoring
Creative Campaign
Development
Budgeting
Timeline Management
Client Relations
Microsoft Office

EDUCATION

2020 - 2022
CINEMATIC SCIENCE
Higher Institute of Cinematic Arts

2010 - 2014
BUSINESS ADMINISTRATION
Damascus University

LANGUAGES

ENGLISH (90%)
Speaking / Listening / Writing

ARABIC (100%)
Speaking / Listening / Writing

EXPERIENCE

04/2023 - 08/2023
ART DIRECTOR
SALINA GROUP Dubai, United Arab Emirates

- Developed a comprehensive visual identity for a UAE-based conglomerate, a 25% increase in brand cohesion across industries such as construction, chemicals, and real estate.

Website <https://www.salinagroup.com/> **Instagram** <https://www.instagram.com/salinagroup/>

05/2021 - 08/2023
ART DIRECTOR | REMOTE
CHIPSTER & AL SUDAYRI GROUP Riyadh, Saudi Arabia

- Revitalized Chipster brand identity, leading to a 25% increase in product recognition through redesigned packaging and enhanced marketing materials.
- Launched a new website aligned with current market trends, resulting in a 30% improvement in user experience and engagement.
- Designed and executed integrated social media campaigns, driving audience engagement and boosting brand visibility by 20%.
- Delivered a comprehensive visual identity package for Al Sudayri Group, including social media design, advertising campaigns, and brand strategy.

Website <https://pcf.sa/> **Instagram** <https://www.instagram.com/chipsterarabia/>
<https://www.alsudayri.com/> <https://www.instagram.com/alsudayrifruit/>

02/2019 - 05/2022
ART DIRECTOR | REMOTE
TALABATEY Baghdad, Iraq

- Led a creative team to execute advertising campaigns, producing promotional videos, brochures, and other marketing assets.
- Drove brand growth through visually engaging campaigns targeting the Iraqi market.

Website <https://www.talabatey.com/> **Facebook** <https://www.facebook.com/TalabateyIQ>

07/2015 - 02/2023
ART DIRECTOR
BRITISH AMERICAN TOBACCO London, United Kingdom

- Led the creative direction for the '1970Brand', establishing a captivating visual identity
- Developed and implemented a comprehensive branding guideline structure, ensuring seamless consistency across all visual elements
- Played a pivotal role in the Damascus exhibition, earning recognition as the best pavilion through significant contributions
- Devised a branding guideline structure, ensuring consistency across all visual elements
- Successfully conceptualized and executed advertising posters, print materials, and social media content to augment brand visibility.
- Consistently ensured the production of visually captivating advertising posters, print materials, and social media content, contributing to an enhanced brand presence.

Website <https://www.batme.com/en> **LinkedIn** <https://www.linkedin.com/company/british-american-tobacco/>

01/2014 - 12/2015
SENIOR GRAPHIC DESIGNER
SAMSUNG Damascus, Syria

- Demonstrated expertise a Senior Graphic Designer specializing in creating captivating designs for social media platforms and large-scale billboards.
- Spearheaded the promotional campaign for the Samsung Galaxy S7 Edge, making significant contributions to its success and market impacts.

Website <https://www.samsung.com/> **Instagram** <https://www.instagram.com/alboraqtelecom/>

02/2011 - 12/2013
GRAPHIC DESIGNER
ÜLKER Damascus, Syria

- Led graphic design projects, encompassing the ideation and production of visual elements for both digital and print platforms.

01/2010 - 02/2011
GRAPHIC DESIGNER
CHAM BANK Damascus, Syria

- Led a complete visual identity overhaul, including the redesign of the bank's logo.

Website <https://chambank.com/ar/> **Instagram** <https://www.instagram.com/chamislamicbank/>