

PROFESSIONAL SUMMARY

As an integrated art director and multidisciplinary designer, inspiration should come from anywhere, even if it has nothing to do with design. Random talks in the elevator, the extra 2 minutes in the shower, attending a friend's underground gig, singing Drake to yourself, or creating memes about millennial life - all experiences feed your creativity.

With over 10 years of experience across traditional and digital advertising, I specialize in Creative Direction, Brand Strategy and Identity, Social Media, Content Strategy, and Graphic Design. I've led brand builds from the ground up and created aspirational campaigns that connect across cultures, delivering consistent, impactful work across fast-paced, multi-platform environments.

Being passionate and curious about the world helps me create unique and problem-solving designs for everyday business problems.

I'm always interested about helping Asian brands expand into EMEA and global brands deepen their voice in Asia, creating purpose-driven, aspirational campaigns that connect across cultures.

LANGUAGES

Native English · Basic Cantonese
· Mandarin (Learner)

WORKSHOPS + TOOLS

Google / CLIENT + AGENCY
Creative Campus Beirut
/ CREATIVE PRESENTATION
TIKTOK / CLIENT & AGENCY
Facebook Blueprint / LIVE + ONLINE
Adobe Suite / PHOTOSHOP - ILLUSTRATOR - INDESIGN
AI Platforms / MID JOURNEY - CHATGPT
- CLAUDE - KLING.AI - PERPLEXITY

BRANDS

SAATCHI & SAATCHI
Nakheel, RTA, TRA, Huawei, Inflight Dubai, Mai Dubai, K9friends, Dubai Tourism, Emaar, Simplyplan.

WUNDERMAN THOMPSON
Emirates Skywards, Comfort, Unilever (LUX, Sunsilk, Lipton, Magnum, Ponds), Nana, Dubai Tourism (Global), Al Tayar Group (GAP, Banana Republic, F+B), IMKAN, Panadol, Dolce Gusto, ADCB, HSBC, Otrivin, Microsoft, Heinz, Majid Al Futtaim, GSK, DP.

**FORSMAN & BODENFORS
(PREVIOUSLY BRAND NEW GALAXY)**
Ceers, Canderel, Hype, Mashreq, Himalaya, Anchor, Ferrero Brands, Ellington, Zurich, ANKER, Bridgestone, Oppo, MAX Fashion.

KATHERINE HO

CREATIVE LEAD | INTEGRATED ART DIRECTOR | MULTIDISCIPLINARY DESIGNER

+971 522624392

katherine.h100@googlemail.com

<https://katherineh100.wixsite.com/mplus1>

KATHERINE-H-68866535

British Passport + Hong Kong ID

Dubai, UAE

WORK EXPERIENCE

2022 – PRESENT

FORSMAN & BODENFORS (FORMALLY BRAND NEW GALAXY) / CREATIVE ART LEAD - DUBAI

- Played a key leadership role in the transition from Brand New Galaxy to Forsman & Bodenfors, helping shape the creative culture, standards, and team that define the MENA office today.
- Maintained creative oversight across all outputs, ensuring visual consistency, brand alignment, and high executional standards across platforms and touchpoints.
- Led and mentored a multidisciplinary creative team across the full creative process, fostering a collaborative, high-performing, and growth-driven environment.
- Built and optimized internal creative workflows to improve delivery timelines, cross-functional collaboration, and overall team performance.
- Directed social-first, multi-platform campaigns, overseeing concept development, production, and localization across Instagram, TikTok, YouTube, and Snapchat.
- Translated complex client challenges into clear, actionable creative strategies aligned with business objectives and regional consumer insight.
- Partnered closely with media and influencer teams to deliver fully integrated, performance-driven campaigns rooted in cultural relevance.
- Acted as a strategic partner to the CEO, contributing to creative vision, department growth, and leadership-level decision-making.
- Recruited and developed creative talent, redesigning the interview process to assess both technical capability and cultural fit; introduced a virtual onboarding system for hybrid and remote hires.

BRAND NEW GALAXY

/ SR DIGITAL ART DIRECTOR - DUBAI

- Built foundational systems and team structure for the creative department, partnering closely with media, client servicing, influencer, and e-commerce leads.
- Collaborated with influencer managers to shape co-created content with regional creators, ensuring alignment with brand tone, campaign objectives, and platform nuances.
- Contributed to business growth by scaling the client portfolio from 1 to 9 brands over three years, supporting pitch work, onboarding, and creative delivery.
- Owned the evolution of brand identities, overseeing visual consistency across regional campaigns and collaborating with sister agencies for cross-market alignment.
- Directed integrated creative projects with multidisciplinary freelance teams, including copywriters, designers, directors, editors, and production partners.
- Delivered end-to-end creative execution—from concept and ideation through production—across static, motion, and short-form digital content.
- Led the development of 360 campaigns across digital and social platforms, tailoring visual storytelling for Instagram, TikTok, YouTube, Facebook, and Snapchat.

ART DIRECTION

TRADITIONAL / DIGITAL / SOCIAL

“If you are not having fun then you are not doing it right.”

Driving visual direction that keeps brands relevant, culturally aware, and visually distinctive. Leading creative concepts that push boundaries between design, storytelling, and user experience, while adapting seamlessly across platforms and markets.

BRANDING+ ADVERTISING

SOCIAL MEDIA CONTENT / DIGITAL PLATFORMS / AD CAMPAIGNS

“Advertising is more than selling a product but selling through a community and lifestyle.”

Creating cohesive visual languages that enable brands to tell meaningful, engaging stories across all touchpoints. From print to social, developing campaigns that connect emotionally, build brand equity, and create moments that matter.

DESIGN

Social Media Content / Print / Editorial / Digital / Packaging

“Design is not just making things look good but creating with an idea”

Delivering thoughtful, problem-solving design rooted in concept and strategy. Crafting visually strong, on-trend assets that elevate brands while remaining functional, consistent, and adaptable across platforms. Constantly learning and integrating AI tools to enhance creative outcomes and streamline design processes.

CREATIVE MANAGMENT

Brand Direction / 360 Campaigns / Cross-Functional & Global Collaboration

“Managing creative chaos and providing leadership that makes Mondays bearable.”

Strategic creative leadership translating brand vision into cohesive, high-impact executions. Managing end-to-end creative processes across teams and platforms—balancing bold innovation with measurable business impact.

AWARDS AND FEATURED

MAD STARS JULY 2025

Interactive Category

ADC JULY 2024

Interactive Category

CAMPAIGN MAGAZINE FACES TO WATCH 2020

<https://campaignme.com/campaigns-creative-faces-to-watch-2020-katherine-ho-interactive-designer-wunderman-thompson/>

CAMPAIGN MAGAZINE FACES TO WATCH 2018 – DIGITAL & CREATIVE

<https://campaignme.com/faces-watch-2018-digital-creative/>

BEST ADS ON TV K9 FRIENDS (TOP 6)

<https://www.bestadsontv.com/ad/79080/K9-Kriends-Drool>

EFFIES / SILVER

NANA *Bodyform - HOW NANA BROKE THE TABOO AROUND PERIOD

EFFIES / Short Listed

Lux - More than you can see Campaign
NANA - All For Fearless Camapaign
Anchor Milk - Milk Is Milk Social Camapign

WORK EXPERIENCE

2017- 2022

WUNDERMAN THOMPSON

/ INTERACTIVE DESIGNER + ART DIRECTOR - DUBAI

- Developed and delivered integrated 360 campaigns from concept to final execution, with a strong focus on digital-first storytelling and platform-native social content.
- Served as creative lead on set for influencer and brand shoots, collaborating closely with talent, directors, and photographers to ensure visual direction aligned with campaign objectives as well as reporting the CD — including under tight production constraints during COVID-19.
- Provided hands-on art direction and real-time creative decision-making in collaboration with clients and cross-functional teams.
- Supported creative leadership on strategic pitches and agency-wide initiatives, contributing to new business wins and the overall elevation of the agency's creative output.
- Actively monitored regional cultural trends, digital innovation, and global advertising to inform forward-thinking creative strategies.
- Pitched new concepts for award submissions and client growth opportunities.
- Acted as a trusted design partner for clients and internal teams, offering creative guidance, content direction, and platform-specific best practices across social and digital activations.

2014 - 2017

SAATCHI & SAATCHI

/ GRAPPHIC DESIGNER - DUBAI

- Led the conceptualization and development of brand campaigns that increased awareness, launched new products/services, and drove consumer engagement.
- Designed brand identities, logos, and visual directions for local brands and entities, establishing cohesive and memorable brand experiences.
- Shaped storytelling-led branding projects that strengthened client-consumer emotional connections and fostered long-term brand loyalty.
- Developed packaging concepts that elevated product presentation, usability, and customer interaction.
- Expanded 360° campaigns both visually and strategically, ensuring cohesive rollouts across print, digital, social, and retail channels.
- Delivered creative solutions across traditional advertising formats (OOH, print, in-store) and emerging digital platforms.
- Led proactive internal initiatives and award-entry campaigns that pushed creative boundaries and elevated the agency's profile.

2014

STUDIO PRETTY

/ DESIGN INTERN - UK | LONDON

Supporting Studio Pretty clients in creating mock up presentations for Richard James Mayfair new fashion line and working on their SS15 Spring/ Summer collection lookbook. As well as beinging assistance for the East End Film Festival.

EDUCATION

BA (HON) GRAPHICS COMMUNICATIONS
UNIVERSITY FOR THE CREATIVE ARTS
FARNHAM/UK | RECEIVED: 2:1

**FOUNDATION DIPLOMA
IN ART AND DESIGN**
UNIVERSITY FOR THE CREATIVE ARTS
FARNHAM/UK RECEIVED: MERIT

11 GCSE/ 4 A LEVELS (A-C)
BEGINNERS SPANISH | PSYCHOLOGY
ART + DESIGN | TEXTILE | PERFORMING ARTS

Other
3 YEARS OF MANDARIN CLASSES
(ELEMENTARY) 4 YEARS OF CANTONESE
CHINESE CLASSES(SPEAKING)

COURSERA CERTIFICATE

FIRST STEP KOREAN
- YONSEI UNIVERSITY
UI / UX DESIGN
- CALIFORNIA INSTITUTE OF THE ARTS