



# MOHD OMARI

Creative Group Head

Brand, Campaign & Digital Experience

Amman, Jordan  
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Creative leader with 15+ years of experience driving brand, campaign, and digital work across Jordan, KSA, and the UAE.

I lead teams, shape concepts, and deliver work that connects strategy with execution, creating campaigns and brand systems that are both visually strong and commercially effective.

My experience spans banking, telecom, retail, government, and regional projects, with a focus on building ideas that scale across platforms and markets. Recognized with the Silver Picasso d'Or in 2013.

## CORE EXPERTISE

Creative Direction  
Brand Systems & Identity  
Campaign Development  
Digital Experience  
Team Leadership  
Pitch Strategy



## PROFESSIONAL EXPERIENCE

### Wunderman Thompson - Amman, Jordan

(previously Senior Art Director / Art Director) | 2017 – Present

Leading creative direction across branding, campaigns, and digital experiences for regional clients, while driving concept development, team output, and pitch contribution across multiple accounts.

### Watershade - Amman, Jordan

Art Director | 2015 – 2017

Led brand and campaign development across KSA and Dubai, shaping visual systems and delivering integrated creative across digital and offline platforms.

### 4Ps IMC - Amman, Jordan

Art Director (previously Senior Graphic Designer) | 2008 – 2015

Built a strong foundation in branding, campaign development, and visual communication across print and digital platforms.

## EDUCATION

Bachelor in Graphic Design  
Yarmouk University - Jordan

## LANGUAGES

Arabic – Native  
English – Fluent

## PROFESSIONAL DEVELOPMENT

Advanced Typography - USA  
Leadership Development Program - USA  
Calligraphy Workshop - Amman  
User Experience Design  
Social Media Campaigns

## SELECTED SECTORS

Banking  
Telecom  
Retail  
Government  
Real Estate  
Healthcare  
Hospitality  
Logistics  
NGOs  
Corporate