



A Saudi female visual development artist by degree, proficient in both traditional and digital art. With many years of experience in advertising, animations, game design and production.

Nadabafarat.com

Nd.bafarat@gmail.com

@Nadabafarat

EXPERIENCE

2023 Present	Associate Creative Director Focus AD - Riyadh, KSA	2017 2020	Visual Development Artist Semi-government contracting sector - Riyadh, KSA
2021 2022	Senior Art Director Focus AD - Riyadh, KSA	2017 2018	Visual Development Artist Studio X - San Francisco, USA
2022	Creative Director (Part time) Spoilz - Riyadh, KSA	2009 2015	Senior Clinical Nutritionist and Diabetes Educator Dr. Erfan and Bagedo General Hospital - Jeddah, KSA

EDUCATION

2016 2017	Professional Diploma in Sports and Exercise Nutrition Shaw Academy - Dublin, Ireland
2012 2016	Master of Fine Art in Visual Development Academy of Art University San Francisco, USA
2010 2012	Bachelor in Diabetes Education and Management King Abdulaziz University Jeddah, KSA
2003 2018	Bachelor of Science in Clinical Nutrition King Abdulaziz University Jeddah, KSA
2002 2008	Business Administration Diploma Jeddah Chamber - Jeddah, KSA

LANGUAGES


- Arabic
- English


AWARDS AND RECOGNITIONS

2022	Game jam (Nine66) Riyadh, KSA <ul style="list-style-type: none">- Best game development- Best game design
2022	MMA MENA SMARTIES Innovation & Creativity Days Dubai, UAE <ul style="list-style-type: none">- SPL Make Them Happy Ramadan Campaign- SPL Make Them Happy Summer Campaign- SPL CEP India
2016	My thesis earned recognition as among the top works of that year at the Academy of Art University Spring Show in San Francisco, USA.
2014	The motion video I contributed to as a character designer as among the top works of that year at the Academy of Art University Spring Show in San Francisco, USA.



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PROJECTS

Alkabeer Relaunch Campaign

- Collaborated with the team in the initial stages to create the new guidelines and establish the new brand identity.
- Spearheaded the social media and outdoor campaigns, providing direction and coordination.
- Managed all aspects of the campaign, from digital posts to production and activation.
- Actively participated in the production of the TV commercial and contributed to the Boulevard takeover.

Post Business SPLxGoogle Launch

- Played a multifaceted role as a graphic designer, creative director, and set director in the campaign.
- Developed the campaign theme, designed motion graphics visuals, and actively participated in Vo sessions.

National Address & Short Address Campaigns

- Led the launch of the National Address and Short Address campaigns, overseeing team management, master visual preparation, social media engagement, lens design, and sticker creation.
- Contributed to TVC's graphic design, provided input on music, and assisted the creative director on set during production.

SPL "Make them Happy - Ramadan"


- Contributed to the creative process, took charge of leading the photo shoot, and designed engagement materials for the Express shipping services campaign during Ramadan.
- Created engagement stickers, goodies, and an activation booth, along with designing master visuals.


SPL "Make them Happy - Summer"


- Crafted the campaign theme and designed all visuals, including motion graphics and engagements.



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 [@Nadabafarat](https://www.instagram.com/Nadabafarat)

PROJECTS

Boulevard Riyadh City Takeover "Make Them Happy end of year"

- Conceptualized the "Make Them Happy end of year" campaign, designing visuals, and overseeing animation with a video animator.

Dubai's Burj Khalifa Takeover for Riyadh Season

Served as the art director, developing visuals.

Save the Children Awareness Campaign

- Conceptualized and creatively directed campaign.
- Assisted the photographer in image creation on set and crafted the theme and the matser visuals for the project.

Kids Music Video with Libra Production

- Took charge of designing and creating the concept art from characters to environment aesthetics.

Spoilz Games

- I held the position of Creative Director for three mobile games throughout my time with the company.

The College of Business Administration (CBA) Workshops

- Conducted workshops on character design for students at the College of Business Administration.

"IT'S KIND OF FUN TO DO THE IMPOSSIBLE"
WALT DISNEY