Karim Hussein

Creative Services Manager | AI Design Research

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PROFESSIONAL SUMMARY

Creative Services Manager and artist leading regional retail campaigns from original concepts through production with internal creative teams, agencies and specialist vendors. Work includes original narrative and creative direction for the 25-brand Generations of Style campaign, alongside campaign and digital direction for Great Online Sale across 40+ brands. Builds in-house creative capability through AI-supported workflows and custom tools, including a catalogue builder that reduced preparation from 1-2 weeks to minutes. Combines motion design and AI design research with human-led creative review.

CORE SKILLS

Creative concept development and art direction

Integrated campaigns and consistent brand expression

Multidisciplinary team leadership and creative review

Production briefs, agencies, vendors and PR partners

AI-assisted image, video and creative production

Interactive brand experiences and application prototyping

Motion design and CGI: After Effects, Premiere Pro, Cinema 4D

Creative workflow prototyping: Python, React/Next.js, Docker

PROFESSIONAL EXPERIENCE

Apparel Group

Manager of AI Services and Digital Media, Marketing

Dubai, UAE | 2022-Present

- Lead original campaign concepts and visual direction, translating ideas into production briefs and directing internal teams, agencies and specialist vendors through execution.

- Coordinate creative work across design, video, digital and PR, maintaining brand consistency as original concepts move into retail campaign production.

- Build in-house creative capability and reduce production costs through custom tools and AI-supported workflows; support team adoption through hands-on experimentation and human-led creative review.

- Prototype and manage in-house tools for creative retail operations, including a catalogue builder that reduced catalogue preparation from 1-2 weeks to minutes.

- Develop interactive brand experiences around business needs, combining original concepts, narrative direction, design judgment and hands-on prototyping.

Council of Ministers, Centre of Government Communication

Digital Content Development Associate

Kuwait | 2020-2021

- Developed creative content for government communication and supported cross-ministry initiatives and the national digital presence.

Ministry of Information

Digital Media Consultant

Kuwait | 2017-2020

- Advised on digital media and created CGI and visual communication for national initiatives.

- Contributed to visual identity systems and digital content development.

PROFESSIONAL EXPERIENCE CONTINUED

Sarmady

Multimedia Manager

Cairo, Egypt | 2010-2016

- Led multimedia teams and campaign production for regional and global brands, including Vodafone Egypt through Sarmady.

- Directed motion and digital content production, coordinating teams and project delivery.

SELECTED PROJECTS

Generations of Style / Back to Style 2025

Apparel Group. Original narrative and creative direction for a 25-brand campaign, with mixed-generation casting and a hero reel extended across social, retail communication, PR and a digital catalogue.

Great Online Sale

Apparel Group. Campaign and digital direction across 40+ brands, connecting AI-supported content production with a fast-moving retail campaign.

Apparel Wonderland / Winter 2025

Campaign concept and visual direction for a modular winter world, developed with the internal production team for film and social content. The work included catalogue formats.

MENAFI

Creative concept, art direction and hands-on website design and development, including AI-assisted development.

Apparel Group Corporate Profile

Concept, narrative direction and hands-on prototyping for an interactive corporate profile, with visual design and team production coordination.

Creative Operations and In-House Tools

Prototyped a calendar-triggered creative production workflow that develops briefs from project names and schedules brief, draft and final-production rounds, with user feedback and final approval. Built in-house catalogue and creative-assistant tools to address production bottlenecks.

REGIONAL PROJECT EXPERIENCE

Apparel Group across the GCC; Vodafone Egypt through Sarmady; STC KSA through Integral Dubai; creative services for sports subscriptions in Saudi Arabia.

EDUCATION

Bachelor's Degree | Modern Academy, Cairo, Egypt

Art Direction Diploma - RCC

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

Adobe Certified Expert

AI Automation

AI Agents in Production - DeepLearning.AI

Building AI Agents with LangChain - NVIDIA Deep Learning Institute

Advanced Prompt Engineering and AI Orchestration - Vanderbilt University via Coursera

Hugging Face AI Agents Course

IBM RAG and Agentic AI Professional Certificate

AWARDS

ASBU Award Winner | 2016

Recognised by Apparel Group executives for AI systems work and creative excellence

LANGUAGES

Arabic and English