

**ZIAD KOULAILAT (London Based)**

# LEAD CREATIVE

[www.ziko.uk](http://www.ziko.uk)

[info@ziko.uk](mailto:info@ziko.uk)

07568572454

Motion • Digital • Social • Brand • AI Workflows

Creative Lead with over 10 years of experience delivering concept-led creative across motion, digital, print, broadcast, UX/UI and brand platforms for global brands, agencies and major sporting organisations. Experienced in translating strategic briefs into visually impactful creative through storytelling, innovation and AI-enhanced workflows. Combines strategic thinking with hands-on execution to create engaging work that connects audiences, elevates brands and delivers across multiple creative disciplines.

## AWARDS

### European Content Awards 2024

(Finalists) #PowerOfRespect campaign

### Sports Business Awards 2023

Best brand activation involving sports

### Content Marketing Awards 2022

#UpAgaincampaign

Best Use of Social Media

### Independent Agency Awards 2022

Best entertainment, leisure & travel campaign

Highly commended best use of social media

### Transform Awards Europe 2018

Best brand development

Best visual identity in tech/media

Best brand evolution

## CORE SKILLS

Creative direction

Motion and digital design leadership

Concept development

Creative leadership & mentoring

Brand and visual systems

Cross-functional collaboration

Stakeholder presentation

End-to-end creative delivery

Creative workflow optimisation

Strategic and audience-led design

## EDUCATION

### Creative Web Design

Richmond Adult Community College

2015

### HR Management

University of Westminster

2002 - 2003

### AVCE Business (Double Award)

Copland Community School

2000 - 2002

## EXPERIENCE

### Creative Lead

JUNE 2021-2025

Redtorch

- Strategic Direction: Led creative for high-profile campaigns across global sports bodies including FEI, ICU, WADA and World Athletics.
- Impact: Directed multidisciplinary teams to deliver award-winning work, including becoming a Finalist for the 2024 European Content Awards.
- Systems Innovation: Engineered scalable design systems and motion toolkits adopted globally, ensuring consistency across all touchpoints.
- Leadership: Led and mentored multidisciplinary creative teams, fostering innovation and optimising creative workflows.

### Senior Motion & Digital Designer

NOV 2018-2021

Engage Digital Partners

- Global Branding: Spearheaded visual identity work for the Rugby World Cup and produced audience-focused digital campaigns across global platforms.
- Content Creation: Produced broadcast-quality motion graphics and social content for major sports broadcasts including Sky Sports.
- Innovation: Developed industry-leading animation concepts for World Horse Racing, maintaining record audience engagement during the pandemic.
- Mentorship: Supported and mentored junior designers to maintain high creative standards across fast-paced delivery environments.

### Senior Motion & UX UI Designer

JUNE 2016-2018

Discover Brand Creation

- UX/UI Strategy: Delivered high-fidelity UX/UI and branding for diverse clients, combining user-focused design with strategic thinking.
- Major Partnerships: Built comprehensive website designs for Microsoft 365 (Cafex and Live Assist) supporting global product launches.
- Collaboration: Worked closely with strategists and developers to align creative output with technical requirements and business objectives.

## TOOLS & PLATFORMS

- Photoshop • Illustrator • After Effects • Premiere Pro • InDesign
- Figma • Webflow • Google Slides • PowerPoint • Keynote • AI