



CONTACT

-  Dubai, UAE
-  josephbayeh@gmail.com
-  +971 58 549 7112

AWARD

BRONZE



SILVER



EDUCATION

BACHELOR OF FINE ARTS
ALBA, University Of Balamand, Lebanon

MASTERS IN ART & DESIGN
ALBA, University Of Balamand, Lebanon

SKILLS

- Creative direction
- Concept development
- Brand storytelling
- Leadership/Team management
- Client communication
- Art direction
- Strategic Thinking
- Cross-functional collaboration
- Digital & Social Media
- Pitching
- Design tools

JOSEPH BAYEH

ASSOCIATE CREATIVE DIRECTOR

PROFILE

Award-winning ACD with 15+ years of experience across the GCC, delivering impactful, results-driven campaigns.

A Fine Arts graduate and recipient of Effie and WARC Awards, I bring a proven track record of creative leadership and strategic thinking. My career spans top multinational agencies in Lebanon, Saudi Arabia, and the UAE, where I've earned a reputation for my strong strategic thinking and for crafting compelling brand stories that connect meaningfully with audiences. With expertise across both digital and traditional platforms, I thrive in bridging the gap between big ideas and smart execution. I'm passionate about creating work that not only wins awards but drives real business results, ensuring every campaign aligns with brand goals while leaving a lasting impression.

WORK EXPERIENCE

SOCIALEYEZ, Dubai / Apr 2025 - Present

- Associate Creative Director
 - Mentoring creative team of 70+ members (Art Directors, Content Creator, Designers...).
 - Leading creative development for multi-channel campaigns specially social media.
 - Translating strategies into clear, compelling creative concepts.
 - Collaborating with clients and internal teams to align creative with business goals.
 - Presenting ideas and campaign strategies to clients and Government Entities.
 - Supporting new business pitches with creative concepts and presentations.

C2 Communication, Dubai / Dec 2021 - Apr 2025

- Associate Creative Director
 - Mentor and lead a 70+ member creative team (Art Directors, Content Creators, animators and Designers).
 - Oversee creative development for multi-channel campaigns, with a strong focus on social media.
 - Translate strategic insights into clear, compelling creative concepts.
 - Collaborate with clients and internal teams to ensure creative alignment with business objectives.
 - Present creative ideas and campaign strategies to clients and government entities.
 - Contribute to new business pitches through creative concepts and high-impact presentations.

BRAINSPACE, RIYADH, KSA / Feb 2021 - Dec 2021

- Associate Creative Director
 - Guided and inspired creative teams to produce standout, cross-platform content.
 - Partnered with clients and internal teams to ensure creative aligned with strategic objectives.
 - Shaped brand narratives through concept-driven campaigns across digital, print, and video.
 - Played a key role in pitch development and new business opportunities.
 - Delivered impactful presentations that clearly communicated creative vision and value.

GREY GROUP, RIYADH, KSA / Aug 2017 - Feb 2021

- Senior Art Director
 - Led visual direction and design across digital, print, and social campaigns.
 - Translated creative briefs into compelling visual concepts and storytelling.
 - Collaborated closely with copywriters and strategists to bring ideas to life.
 - Oversaw executions, ensuring brand consistency and high-quality output.
 - Contributed to pitches and presentations with strong visual concepts.

GREY GROUP, RIYADH, KSA / Mar 2014 - Aug 2017

- Junior Art Director
 - Translated creative briefs into compelling visual concepts and storytelling.
 - Collaborated closely with copywriters and strategists to bring ideas to life.
 - Contributed to pitches and presentations with strong visual concepts.

TBWA, Integer Group, Lebanon / May 2013 - Mar 2014

- Junior Art Director

TBWA, Lebanon / Mar 2011 - May 2013

- Senior Graphic Designer

PORTFOLIO LINK

<https://www.josephbayeh.com>