

Simon Khalil

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SUMMARY

Senior design strategist with over 20 years of experience in design across digital and print for two of the UK's leading national newspapers, The Daily and The Sunday Telegraph and the Middle East's leading English language daily, Arab News. Proven track record of successfully juggling internal client needs with the pressure to deliver large volumes of content to tight deadlines at world-class standards. Significant experience leading and developing large creative teams to win over fifty design industry awards as well as securing personal industry recognition for a variety of projects, visual identities for major events and special coverage for global consumer brands. Highly experienced at successfully leading and managing teams through periods of organisational change. Implemented a global digital and print redesign for Arab News and secured fifty-six design industry awards in less than 36 months. Extensive experience in developing brands and growing audiences and customers. Also, double hats as Head of Video for Arab News initiating editorial ideas and directing scripts, storyboards and signing off on all video output. In-depth knowledge of Adobe InDesign, Photoshop and Illustrator. Lead Arab News's commercial partnerships creative team producing branded content and sponsored products. Currently based in Dubai, UAE.

EXPERIENCE

Arab News

2018 - Present

Global Creative Director

Key responsibilities

- Lead and direct the design strategy operations for the creative team globally in bureaus across the world. In particular the main creative hubs in Jeddah, London, Dubai and Islamabad.
- Head of video initiating editorial ideas and directing scripts, storyboards and signing off on all video output across the brand
- Direct photo and video shoots
- Managing and developing the strategic and visual development of the brand
- Created a global creative team across multiple bureaus. Educate and develop editorial infrastructure across the brand. Recruited resources as required
- Manage the creative demands of numerous internal stakeholders which include but not limited to the executive team, senior editors and section heads
- Develop marketing and commercial opportunities with external clients to enhance revenue at Arab News.
- Collaborating with external suppliers and commissioning specialist design work from illustration to animation
- Educate and develop design and visual skills across all departments with regular training presentations and workshops
- Develop comprehensive style guide and ensure proper implementation with third party vendors and clients

Key achievements

- Successfully led the implementation of a major redesign, across print and digital in April 2018
- Developed the Arab News brand across multiple new markets and grown audiences
- Launched Arab News Japan, a Japanese language brand, and Arab News En Français
- Secured 56 design industry awards in less than three years. Including nine European Newspaper Awards of Excellence, a WAN-IFRA Best Use of Online Video - 1st Place, thirteen SND (Society for News Design) Awards of Excellence, three SPD (Society of Publication Designers) Merit Awards. three Gold and five Silvers in the Indigo Design Awards.
- Directed multi-platform editorial projects for major events in The Middle East across the year, for example Women Driving in Saudi Arabia and Saudi National Day
- Launched and lead design on Arab News Deep Dives. Immersive multi-media stories on long form software called Shorthand
- Developed basic typographical and fundamental design rules across the creative team globally to align design excellence

Telegraph Media Group (TMG)

2000-2018

Group Art Director, TMG

2014-2018

Key responsibilities

- Lead and direct the design strategy and operations for all fashion and feature's pages and lifestyle sections of The Daily Telegraph and The Sunday Telegraph including mobile and tablet editions and on-line; ensure efficient delivery of content to the highest design standards
- Manage the creative demands of numerous internal stakeholders which include but not limited to the executive team, senior editors and section heads
- Collaborate with and support the marketing and commercial teams on content strategy solutions for external client briefs that require editorial design elements; represent ideas to client when appropriate
- Present and champion a continuous pipeline of innovative and practical design solutions to internal stakeholders while managing expectations appropriately, subject to time and budget available
- Direct photoshoots, commission illustrators, animators, photographers, and videographers
- Responsible for identifying design solutions for the repackaging of content from various print sections for the mobile and tablet editions
- Collaborate with the TMG Video team to ensure seamless transition of print content across on-line, mobile and tablet
- Set clear direction, objectives and performance targets aligned to TMG strategy on a daily basis
- Monitor online content output from the likes of WSJ, New York Times, AJ+, Playground + as well as global consumer brands to ensure on top of current content trends
- Develop and inspire team to achieve their full potential by providing timely, well balanced, constructive feedback; seek out 360 feedback to enhance own and team performance

Key achievements

- Successfully led the implementation of a major redesign, ensuring all design output adhered to the new design styles and guidelines
- Managed team through significant period of change including a major restructure
- SND Award of Excellence for *World's largest Cruise Ships* (Discovery front page)

Art Director, The Daily Telegraph**2008-2014***Key responsibilities*

- Led and directed the daily and weekly design and operations for all DT sections
- Hands-on design and orchestration of all DT pages during major events and breaking news: for example Royal Wedding, London Olympics, Brazil World Cup, death of Bin Laden, US and UK elections, Annual Budget and London riots.

Key achievements

- Successfully stepped up to direct design and operations for ST in addition to DT responsibilities for 6 months in 2014
- Successfully led newspaper design team from a six day to a seven-day integrated operating model
- Society for Newspaper Design, Award of Excellence for *Nelson Mandela* tribute (front page 2013)
- Major role in the visual news design of the *MP's expenses* scandal which secured DT several British Press Awards including National Newspaper of Year, Supplement of the year and Scoop of the Year (2009)
- British Press Award for Front Page of the Year 2011 for *Rule of the Mob (London riots)*
- Significant role working on the full colour redesign, including recommending where and how to use colour (2011)
- Successful redesign and re-launch of the DT Sport section for the Brazil World Cup.
- European Newspaper Award, Concept & Innovation Award of Excellence for Queen's Jubilee 40-page souvenir special evening edition (2012)
- European Newspaper Awards of Excellence for Gardening, Motoring, Review, Features and Weekend sections.

Art Editor, Features and supplements, The Daily Telegraph**2005-2008****Acting Deputy Art Director, The Daily Telegraph****2005****Art Editor, News and Business sections The Daily Telegraph****2003-2005****Art Editor, The Daily Telegraph, Weekly supplements and City Office****2001-2003****Art Editor, DotCom Telegraph, The Daily Telegraph****2000-2001**

The Western Mail, Cardiff

Senior Designer

1999-2000

Brecon & Radnor Express

Assistant Editor

1999

BBH Advertising Agency

Copywriter for TV, billboard & print advertising

1998

Triangle Communications

Art Director for integrated advertising campaigns

1998

ARAB NEWS AWARDS (SELECTION)

WAN-IFRA Print Innovation Awards 2018

Arab News Redesign - Silver.

European Newspaper Award 2019 - 20th Edition

Saudi Women Can Drive - Award of Excellence, Cover and Cover story.

World Cup cover wrap - Award of Excellence, Cover and Cover story.

HOW Magazine International Design Awards 2019

Saudi Women Can Drive - Award of Merit, Covers and Jackets.

International Design Awards 2019

Saudi Women Can Drive - Honourable Mention, Print Editorial.

WAN-IFRA Middle East Digital Media Awards 2019

National Day Video - 1st, Best use of Online Video.

Website - 2nd, Best News Website.

Society for News Design 2019 - SND 40th Edition

Saudi Women Can Drive - Award of Excellence, Illustration.

Saudi Women Can Drive - Award of Excellence, Cover story.

Society of Publication Designers - SPD 54, 2019

Nakba cover wrap - Merit Award

DNA Awards Paris 2019

Saudi Women Can Drive - Honourable Mention, Editorial.

Saudi Women Can Drive - Honourable Mention, Key Art, Illustration.

C2A Creative Communication Award 2020

Saudi Women Can Drive - Women drivers cover - Winner, Magazines and Newspapers

European Newspaper Award 2020 - 21st Edition

Spotlight: Locusts - Sectional Front Pages.

Spotlight: 30 Years of Game Boy - Sectional Front Pages.

Saudi's Red Sea Coral Habitats - Infographics / Maps.

Saudi National Day Special Edition (Whole edition) - Concept / Innovation Print // Special Editions, Jubilee Editions.

Society for News Design 2020 - SND 41st Edition

Saudi National Day - Award of Excellence, Illustration.

Saudi National Day - Award of Excellence, Cover story.

WAN-IFRA Middle East Digital Media Awards 2020

Saudi National Day Video - Best use of Online Video, Silver

Al-Ula Deep Dive - Best News Website, Bronze

Indigo Design Awards, 2020

The Saudi National Day edition

Gold in the Magazines and Newspapers Category.

Silver in the Illustration Category.

Saudi Women Can Drive edition

Silver in the Magazines and Newspapers Category.

Silver in the Illustration Category.

European Newspaper Award 2020 – 22nd Edition

Juhayman: 40 years on - Deep Dive- Multimedia Storytelling

45 Moments of Change project – Cross Media Projects

Journey to the Red Planet – Interactive Graphics

C2A Creative Communication Awards 2020

Arab News - En Français TVC - Winner TV / Film / Animation - Promotional video

Arab News - The Kingdom Vs COVID-19 cover wrap - Winner Magazines and Newspapers

International Design Awards 2020

Arab News - 45th Anniversary - Silver, Print Editorial

Arab News - The Kingdom Vs COVID19 - Bronze, Print Editorial

WAN-IFRA Asia 2021

Newspaper Front Page Design - The Kingdom Vs COVID-19 - Gold, Silver or Bronze TBC

3rd Edition Newspaper Design Competition

Best Page One:

First place - What is left of the Lebanese State?

SPD56 Society of Publication Designers

- Merit award - Web Custom Feature Design - Arabic Calligraphy

- Medal finalist - Video Animation - Arabic Calligraphy

Indigo Design Awards, 2021

Gold - Animation and Illustration for Websites - Arabic Calligraphy

Gold - Mix Media / Moving Image - Arab News En Français TVC

Silver - Magazine and Newspaper Design - Arab News - The Kingdom Vs COVID-19 cover

Silver - Magazine and Newspaper Design - Arab News, Abe's Arab Tour cover

Bronze - Typography - Arab News, Abe's Arab Tour cover

Bronze - Illustration - Kingdom Vs COVID Bronze cover

Society for News Design - SND 42nd Edition

Award of Excellence – Year of Arabic Calligraphy video

Award of Excellence - History of Pandemics graphic

2 Awards of Excellence - Oil Covid Spotlight

Award of Excellence - Saudi Cup inside cover wrap

2 Awards of Excellence - Saudi Cup Front Cover

Award of Excellence - Beirut Blast graphic
Award of Excellence - Japan Calligraphy Cover

OTHER AWARDS (SELECTION)

European Newspaper Awards for Excellence

16th Sport; World Cup Wall chart (team effort) **2014**

Society for News Design

35 Features design pages, Review, Monty Python (team effort) **2013**

28 Features design pages, Motoring cover, snakes and ladders (team effort) **2006**

28 Features design pages, Ashes Supplement (team effort) **2006**

BT Press Awards

Best Use of Photography for The Western Mail **2000**

Welsh Editorial Designer of the Year, Highly Commended **1999**

HONOURS

World Illustration Awards 2019

Judge in Editorial Category

Society for News Design - SND 42nd Edition

Judge in World's Best Design Newspaper Category

TRAINING & SKILLS

Managers and Leadership Programme, TMG **Jun-Nov 2014**

Fully proficient on DTI, TMG's editorial system

Fully proficient in CHP, TMG's content hub

Fully proficient in the Adobe InDesign, Photoshop and Illustrator

Sound understanding of IPSO Editors' Code of Practice

Fully proficient in Shorthand immersive digital platform

EDUCATION

Buckinghamshire College of Higher Education **1996-1999**
2:1 BA (Hons) Graphic Design and Advertising

Carmarthenshire College of Technology & Art **1995**
Foundation in Art & Design Diploma

Gorseinon College **1992-1994**

A Level: Art, English Literature (C)

St Michael's Grammar School **1990-1992**

GCSEs: English Literature/Language (A) plus 8 others (C) or above

REFERENCES

Available on request