

SANDRA SAAD

CREATIVE DIRECTOR



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WEBSITE
design-sandra.com

CAREER SUMMARY

Accomplished creative leader with 10+ years of driving brand evolution and success. Possessing a combination of conceptual strength and technical proficiency along with excellent communication and leadership skills. With a passion and a deep understanding of design, focused on creating captivating work and fostering innovation. Strong ability to thrive in a fast-paced, ever-changing creative environment while delivering impactful and creative solutions.

WORK EXPERIENCE

CREATIVE DIRECTOR

2022 - Present | **BET99 Sportsbook & Casino** - Toronto, ON

- Strategically building the Creative team from inception, with a strong emphasis on fostering a culture of innovation
- Developing the brand's creative strategy to align with the company's vision as well as enhancing the consumer experience
- Implementing new cross-departmental processes to streamline workflow and strengthen collaboration

CREATIVE DIRECTOR

2020 - 2022 | **Pixels and Pencils Creative Direction Agency** - Toronto, ON

- Developed and maintained relationships with clients, stakeholders, and internal leadership
- Effectively bridged the gap between clients, upper management, and the design team, ensuring seamless translation of creative direction
- Provided concept development and creative direction on all projects ensuring consistent quality and brand integrity throughout the team's deliverables.

ART DIRECTOR & PRODUCTION MANAGER

2017 - 2020 | **Tempur+Sealy Canada** - Toronto, ON

- Successfully developed and implemented creative revenue-generating design projects across all platforms from ideation through product launch with strategic branding
- Collaborated with photographers, designers, and vendors to ensure proper execution of campaign elements
- Responsible for scheduling workflow, delegating projects, setting priorities, and meeting deadlines

EDUCATION

2014
BACHELOR IN GRAPHIC DESIGN

George Brown College - Toronto, ON

SKILLS & EXPERTISE

Adobe Creative Suite
Microsoft Office 365
Creative Leadership
Strategic Thinking
Brand Development
Client Relations
Workflow Integration
Project Management
Adaptability

REFERENCES

Available upon request