



DIANA PARRA

Art & Creative Director

dianaparlo.com
diana.parlo@gmail.com
linkedin.com/in/dianaparlo
+971 52 722 6299

I am a curious creative person with over a decade of experience in advertising in the MENA region. I've mastered the art of blending creativity, storytelling, and strategy, and I can help you craft integrated campaigns that hit business objectives. I excel at presenting ideas in a captivating manner and have a talent for leading creative teams and fostering collaboration. I bring a mix of expertise and adaptability, and I'm always eager to learn, inspire, and grow along the way.

SKILLS

- Integrated Campaigns
- Creative Direction
- Art Direction
- Creative Strategy
- Storytelling
- Project Leadership
- Team Management
- Presentation Skills
- Adobe Photoshop, Illustrator, After Effects, Premier.

EDUCATION

BACHELOR DEGREE IN GRAPHIC DESIGN

- Universidad del Valle de México
2006-2010
- Universidad Europea de Madrid
Jan-Jul 2010

RECOGNITIONS

- 2025 Strategy Fundamentals certification at Strategy Finishing School
- 2021 Grand Jury for Creative Effectiveness at NYF Advertising Awards.
- 2021 Judge in female quotient SEEHER lens awards.
- 2021 Bronze for best Use of Audio Category at Dubai Lynx
- 2021 Silver for Health & Wellness Category at Tambuli Awards.

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR Cheil Worldwide | Dubai, UAE

Mar 2022 - Nov 2023

Managed end-to-end integrated campaigns, crafting innovative ideas grounded in audience insights and storytelling that resonated across different channels. Leveraging my expertise, I contributed significantly to developing creative platforms and strategies that brought campaigns to life and delivered impactful results for renowned clients like Volkswagen and New Balance in the MENA region. Interacted directly with clients for alignment, feedback, and relationship nurturing. I successfully led and supported creative teams during campaigns, brainstorming sessions, and pitches, fostering collaboration and achieving exceptional outcomes aligned with deadlines and business objectives.

SENIOR DIGITAL ART DIRECTOR Cheil Worldwide | Dubai, UAE

Mar 2021 - Mar 2022

Leading and supporting the creative team, I played a pivotal role in the ideation and development of integrated campaigns and digital assets for prominent clients such as Volkswagen and New Balance in the MENA region. Provided leadership during production shoots, and ensured high-quality deliverables aligned with deadlines and client's objectives. Additionally, I played a key role during internal and client's presentations.

DIGITAL ART DIRECTOR Cheil Worldwide | Dubai, UAE

Mar 2018 - Mar 2021

Ideation and execution of creative campaigns for a diverse portfolio of clients, including New Balance, Virgin Mobile, Nespresso and Samsung. Collaborating closely with Creative Heads and cross-functional teams, I contributed to the development of visually compelling digital experiences and campaigns, and played a key role in winning new business opportunities.

SENIOR DIGITAL DESIGNER Cheil Worldwide | Dubai, UAE

Jun 2016 - Mar 2018

Supported the creative team on delivering high-quality visual assets for Samsung and Etihad Airways. With a focus on digital design and ideation, I contributed to the development of impactful campaigns, and helped the company winning new business opportunities.

DIGITAL DESIGNER TBWA/RAAD | Dubai, UAE

Mar 2014 - Jun 2016

Creation of dynamic digital assets for social and digital campaigns for different clients including Emirates NBD, RTA (Road and Transport Authority), Emirates Airlines, Infiniti, and Nissan. With a focus on digital design, I supported the creative team and contributed in bringing creative concepts to life across various digital platforms.