

## Simon Khalil

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**Portfolio:** [www.simonkhalildesign.com](http://www.simonkhalildesign.com)

### 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 seventy 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 seventy-one design 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. Lead Arab News's commercial partnerships creative team producing branded content and sponsored products. In-depth knowledge of Adobe InDesign, Photoshop and Illustrator. Currently based in Dubai, UAE.

### EXPERIENCE

#### Arab News 2018 - Present

##### **Global Creative Director** *Key responsibilities*

- Lead and direct the design strategy and 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
- Set clear direction, objectives and performance targets aligned to Arab News strategy on a regular basis

### *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 58 design industry awards in less than three years. Including nine European Newspaper Awards of Excellence, a WAN-IFRA Best Use of Online Video - 1<sup>st</sup> Place, thirteen SND (Society for News Design) Awards of Excellence, one silver medal and three SPD (Society of Publication Designers) Merit Awards. three Gold and five Silver 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 led design on Arab News Deep Dives. Immersive multimedia stories using 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 sections and 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** **Senior Designer, The Western Mail, Cardiff 1999-2000**

**Assistant Editor, Brecon & Radnor Express 1999** **Copywriter for TV, billboard & print advertising,**

**BBH Advertising Agency 1998**

**Art Director for integrated advertising campaigns, Triangle Communications 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  
- Silver Medal - Video Animation - Arabic Calligraphy

### **Indigo Design Awards, 2021**

Gold - Animation and Illustration for Websites - Arabic Calligraphy  
Gold - Mix Media / Moving Image - Arab News En Francais 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

### **WAN-IFRA Asian Media Awards, 2021**

Best newspaper front page - Bronze - The Kingdom Vs COVID-19

### **Asian Newspaper Design Awards, 2021**

Tokyo Olympics:  
Silver - Best Sport Pages

### **23rd European Newspaper Award 2021**

Cover and cover story - 9/11 cover

Visual storytelling

Spotlight, UNESCO

Infographics:

9/11 As the day unfolded

NEOM The Line

Concept / Innovation online - Multimedia storytelling:

Deep Dives:

Al Andulas

Saudi UNESCO sites

Arabic Calligraphy

Diriyah – Past, Present and Future

Desert Storm

Soleimani

Concept / Innovation - Animated movies:

Arabic Calligraphy

En Francais TVC

### **C2A Creative Communication Awards 2021**

Best of the Best

Animations / TV / Film / Animation

Arabic Calligraphy: Ancient Craft, Modern Art

### **OTHER AWARDS (SELECTION)**

#### **European Newspaper Awards for Excellence**

16<sup>th</sup> 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 1992-994 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