

A B O U T M E

I am a Senior Art Director / Graphic designer with over 10+ of experience in graphic design, communication design, and art direction, with deep expertise in branding, corporate identity, marketing communication, and social media art direction. Most recently having worked with renowned international brands as well, C-level executives and high-profile personalities.

I specialise in crafting visual narratives that not only build strong brand identities but also enhance executive communication and drive audience engagement across platforms.

My creative process blends strategic thinking with hands-on execution, powered by a strong command of Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, XD), an adaptive mindset toward AI-driven design tools (Midjourney, Sora, Runway, DALLE, Stable diffusion) and also UI/UX based tools such as Figma. This enables me to deliver designs that are not only visually compelling but also innovative and efficient.

Over the years, I've led integrated campaigns and design systems across many digital, and social platforms — ensuring consistency, cultural relevance, and global adaptability. I'm especially passionate about creating design work that bridges cultures and fosters inclusivity, with a deep belief in the power of design to connect and inspire across boundaries.

- Corporate Identity Design & Executive Communication
- Branding Strategy & Development
- Marketing & Communication Design
- Social Media Art Direction
- Adobe Creative Cloud & AI-Powered Creative Tools
- Creative Direction, Artworking & Production Oversight
- Mentorship & Knowledge Exchange
- Cross-Cultural Design & Visual Storytelling

As an arts and design professional, I bring strong observational skills, collaborative leadership, and a culturally attuned creative vision to every project. I thrive in multidisciplinary teams and am committed to mentoring and growing creative talent while delivering impactful design solutions.

Since most of my client work is confidential, please reach out to me so I can give you a better insight into my work and industry client projects.

<https://www.linkedin.com/in/simone-sen-429ab797/>

simonesen@gmail.com