

SHERIN MATHEW

Head of Brand & Creative | Brand Strategy · Art Direction · Experiential Design

+971557734074 | smathew.career@gmail.com

Portfolio: behance.net/flysherin | linkedin.com/in/sherin-mathew-22757923 | sherinmathew.com

SUMMARY

Head of Brand & Creative with 19 years of UAE experience leading brand strategy, creative direction, art direction and integrated campaign development across corporate and agency environments. Proven track record building brands from inception through physical, digital and experiential execution, including the development of Sunny Wellness from brand formation into an integrated guest experience embedded within its architecture.

SKILLS

Creative and Art Direction, Brand Management, Team Leadership, Digital Campaigns, Content Strategy, Agency and Vendor Management, Production Management, Experiential Marketing, Environmental Branding,, Marketing Communications.

TOOLS AND PLATFORMS

Adobe Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Lightroom, XD/Figma | DaVinci Resolve
WordPress | Midjourney, Adobe Firefly, Runway, Claude, Higgsfield

SELECTED BRANDS & CLIENTS

Redtag, Babyshop, Splash, Home Centre, Home r Us, Falconcinity of Wonders, Novartis, Nutricia, Sanofi Aventis, Julphar

PROFESSIONAL EXPERIENCE

Head of Brand and Creative Direction

Sunny Wellness, Sharjah (2022 - Present)

- Built the complete brand identity from the ground up for a premium women's wellness concept, including brand architecture, visual language, and brand guidelines, as central creative authority across founder Dr. Sunny Kurian's wider venture portfolio
- Conceived the signature curved brand mark and drove a full redesign of the architectural plan from angular to curvilinear forms, aligning the physical space itself with the brand
- Extended brand identity into environmental and experiential design, directing the visual treatment of furniture, doors, signage, and interior wayfinding, and leading furniture and material selection with the design agency to reinforce premium positioning
- Conceived, named, and brought to market The Harmony Walk, a first of its kind sensory wellness experience in the UAE combining infinity walk geometry, hydrotherapy, and reflexology, now a signature guest experience
- Led brand direction for the Wellness in Pink breast cancer awareness campaign end to end, and directed PR coordination that secured TV launch coverage
- Directed full creative production, including photoshoots, videoshoots, website, and digital presence, and built and led the brand's first digital marketing team

Art Director

Falconcity of Wonders, Dubai (2018 - 2022)

- Led the creative division of a 10 member, multidisciplinary marketing team, including copywriters, photographers, videographers, and 3D visualizers, across concurrent brand launch campaigns and on ground events
- Drove creative planning and execution for major brand launch campaigns and on ground events, translating business objectives into cohesive visual and messaging strategy
- Built brand identity from the ground up for group sub brands Falconcity Supermarket and Falconcity Nursery, including logo, visual identity, and brand websites
- Partnered with the Digital Marketing Manager to align creative output with digital strategy across web, social, and paid channels

Freelance Art Director

MEED (Middle East Economic Digest), Dubai (2017 - 2018)

- Translated complex business, political, and financial data into visually compelling infographics for a specialist economic publication.
- Art directed high-impact monthly cover designs in collaboration with the Chief Editor, a key driver of readership engagement.
- Served as Lead Art Director for MEED's 60th Anniversary Special Edition, developing all master templates and the overarching creative concept.
- Partnered with editors and journalists to produce visually rich, content-led editorial layouts.

Creative Lead

Creative Kettle, Dubai (2014 - 2017)

- Owned seasonal creative direction for retail and fashion accounts including Redtag, Babyshop, and Splash, defining each season's visual theme and directing photoshoots end to end, from creative brief through on set direction
- Art directed the in-house lifestyle magazine for Home Centre and planned in store product photoshoots, coordinating models, stylists, and set styling for campaign and editorial use
- Served as key creative lead across a multi brand agency portfolio spanning Redtag, Home Centre, Continental, and other Landmark Group brands

Senior Graphic Designer

Mid Emirates Advertising, Dubai (2011 - 2013)

- Specialized in pharmaceutical-sector creatives, packaging, collateral, and events
- Directed a holographic brand activation for Novartis and pioneered interactive print formats (push-pull, transforming cards) ahead of the market

Graphic Designer

For You CAD Advertising, Dubai (2007 - 2010)

- Designed from the ground up across branding, logo design, and offset print production — the foundation of a creative-first practice
- Worked within the production division on exhibitions and events. CNC, joinery, signage, and large-format graphics

EDUCATION

Master in Information Technology — Manipal University, 2006

Professional in Graphic Design & Multimedia — Arena Multimedia, 2006