

Nawaf Alablan

Creative Director

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PROFESSIONAL SUMMARY

Creative Director leading creative across PASSION Experience Company and its creative studio, THINKBIG Studios. Designs exhibitions and destinations, shapes the complete visitor journey from arrival to the last touchpoint, and unifies every space under one creative theme. Grew from street artist to agency creative to studio founder, with deep experience in brand identity, visual storytelling and large scale experiences for major events, brands and cultural platforms. Combines creative leadership with a hands on background in graffiti, murals and visual arts.

SKILLS

Core Skills: Creative and Art Direction; Exhibition and Spatial Design; Visitor Experience Design; Themed Environments; Concept and Visual Campaign Development; Brand Identity; Design Team Leadership and Mentoring; Visual Storytelling and Storyboarding; Animation and Motion Content; Production and Vendor Management; Client Presentations and Creative Pitching; Graffiti and Urban Art

Software and Tools: Adobe Photoshop; Adobe Illustrator; Procreate; Wacom

PROFESSIONAL EXPERIENCE

Creative Director

May 2024 to Present

PASSION Experience Company and THINKBIG Studios | Riyadh, Saudi Arabia

- Lead creative direction across PASSION Experience Company and THINKBIG Studios, spanning exhibitions, experiential destinations, brand experiences, live events and animated content.
- Design exhibitions and experiential spaces from the first concept and spatial layout through to final build.
- Shape the complete visitor journey, from arrival and wayfinding to every touchpoint inside the space.
- Unify each venue under one creative theme across spatial design, graphics, signage, mascots and activations.
- Founded THINKBIG Studios in 2024 and built its team structure, production workflow and creative standards.
- Lead concept development and client pitches, directing designers, artists and production teams.
- Oversee production partners, project budgets and delivery requirements.

Associate Creative Director

November 2022 to April 2024

TN GRAFF | Riyadh, Saudi Arabia

- Led creative direction for a graffiti and mural studio delivering public art and commissioned murals across Saudi Arabia.
- Set the creative vision and visual language for every project.
- Developed concepts, sketches and mural designs from client briefs and presented them through to approval.
- Directed artist teams on site to deliver each design with consistent quality.

Creative Lead

November 2021 to October 2022

TN GRAFF | Riyadh, Saudi Arabia

- Led concept development and mural design for client and public art projects.
- Coordinated artist teams and on site execution.

Senior Creative

February 2021 to October 2021

PASSION Experience Company | Riyadh, Saudi Arabia

- Developed storyboards, characters and visual concepts for event and campaign projects.
- Collaborated with the creative team and refined artwork based on project and client feedback.

Graphic Designer

August 2020 to October 2020

Abunayyan Holding | Riyadh, Saudi Arabia

- Designed campaign assets including posters, billboards, packaging and digital materials.
- Developed logos and brand aligned visuals based on client direction.

Creative

February 2018 to November 2020

Kanilion | Riyadh, Saudi Arabia

- Created stories, illustrations and visual concepts that shaped brand identities for client companies.
- Designed original artwork and identity visuals from scratch, from the first sketch to final delivery.
- Turned client briefs into concepts, design directions and finished work, including graffiti and murals.

Junior Creative

February 2017 to January 2018

Kanilion | Riyadh, Saudi Arabia

- Supported concept and illustration work for brand identity and visual projects.
- Assisted on graffiti, mural and public art executions.

KEY PROJECTS AND MAJOR EVENTS

- MDLBEAST, Riyadh Season, seasons 1 to 5
- Boulevard World, Riyadh Season, seasons 1 to 5
- Formula 1, seasons 1 to 3
- Formula E, seasons 1 to 3
- Diriyah Season
- City Walk Jeddah, Jeddah Season
- Riyadh Sports Boulevard
- The Red Sea Project
- Arabic Calligraphy Event, Ministry of Culture

SELECTED CLIENTS AND COLLABORATORS

Nike, Ray Ban, HAVAL, Sun Top, Crocs, Hyundai, JD, COP16

EDUCATION

Bachelor's Degree in Art Education

2015 to 2020

King Saud University | GPA 3.75 out of 5.00

AWARDS AND RECOGNITIONS

- **First Place, Graffiti Competition**, National Day 90 Event
- **Oriental Art Initiative, Social Responsibility**, Signed by Princess Abeer bint Faisal bin Turki Al Saud
- **Eastern Province Social Responsibility Initiative**, Recognition for community engagement
- **Oriental Art Initiative and neighborhood decoration, Al Khobar**, Dawi Gallery, signed by GM Madawi bint Mansour Al Baz

COURSES AND PROFESSIONAL DEVELOPMENT

- **3D Printing in Stereoscopic Technical Formation**, King Saud University
- **Museum Education**, National Museum, King Abdulaziz Historical Centre
- **Dubai International Art Exhibition**, Artistic Club, King Saud University

SELECTED PARTICIPATIONS

- **Al Rawda Park Drawing Event**, Amanah Jeddah, December 2023
- **Rash Event**, Visual Arts Authority, 2023
- **Super Battle Rope**, French Embassy, Ministry of Culture, Ministry of Sports, November 2022

MEDIA PRESENCE

- **Sabah Saudi Arabia**, Saudi Channel
- **Lafht Almmlakh**, MBC
- **Alfan w Herfah**, MBC Al Thaqafiya, Shahid

LANGUAGES

Arabic (Native) | English (Professional)