

Kirin Dhillon

Creative & Content Director

Consultant

Contact

Call

+447787199329

Email

dhillonkirin@gmail.com

Website

kirindhillon.com

Technical

Adobe Creative Cloud
Google Workspace
Figma

Education

University of Hertfordshire,
BA Hons, Fashion Design
2008

University for the Creative Arts,
Foundation in Art & Design, Fashion
2005

Northfleet School for Girls,
School & Sixth Form
2004

Experience

noon

SVP Creative & Content - Strategic Projects

Jan 2020 - Present

Appointed to spearhead a new venture, I established a UK office as a creative in-house agency. This involved developing new brands, features, UI & UX, visual systems, TOV, strategy and Product launches. I assembled small freelance teams of international experts to take briefs and bring them to life with comprehensive go-to-market asset plans.

Key projects included the launch of **NAMSHI**, **The Dubai Mall online shopping**, **noon Food**, **noon Daily**, **noon Grocery**, **noon One**, **Now Now rebrand**, and **Sivvi rebrand**

All platforms are now among the top three go-to destinations in the region.

Creative & Content Director

Nov 2017 - Jan 2020

Headed Social and Content teams to support the company's content pillars and grow its social media community.

Developed and produced engaging video content for both customers and sellers, using storytelling to build a strong and resonant brand.

As Creative director, established the Middle East's largest e-commerce platform from scratch in just three months by building in-house teams and sourcing top talent globally. Led highly skilled departments including Design, Production, Video and imagery.

Crafted an end-to-end consumer brand experience with an aggressive go-to-market strategy, overseeing app and desktop development, digital strategy, offline marketing, activations, influencer partnerships, campaign strategy, content creation, and storytelling.

NAMSHI

Head Of Creative

Apr 2015 - Jun 2017

Headhunted and relocated to Dubai. Building and leading in-house Design & Production team. Working alongside Growth, Onsite, Buyers, PR and Product teams I would lead my department on strategy and launching new campaigns, events, brand partnerships as well as the day to day running of the business.

M&S

Senior Digital Lead

May 2013 - Apr 2015

I joined the team to relaunch M&S.com, transitioning it from the Amazon platform to their own. This transformation included introducing the Style & Living inspiration hub, enhancing the online shopping experience, and integrating their brand campaigns to digital experiences.

Spring

Freelance Designer

Jul 2012 - Apr 2013

Assisted Art Director and Creative Director on M&S and Next accounts, as well as managing presentation decks for client meetings.

CONDÉ NAST

Freelance Print Designer

May 2011 - Aug 2012

Designed multiple features from Vogue, GQ, World of Interiors. Alongside Art Directors I would support in the flat plan Layout, image sourcing and design features to be prepared by Art Department team for final print.