



Meet your

WHAT SHAPES THE WAY I SEE... AND WHO I AM ALONG THE WAY

AND WHO I AM ALONG THE WAY ...

ILLUSTRATION | ART | TYPOGRAPHY

KAREN *Alja* ANDRA Gallego
call me

• SENIOR CREATIVE DIRECTION • EXPERIENTIAL & BRAND EXPERIENCE

INTEGRATED CAMPAIGNS | SPATIAL STORYTELLING | CREATIVE LEADERSHIP DUBAI, UAE

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“ I turn complex briefs into simple, strong ideas then build the story, visual world and experience around them...”

Profile

Senior creative with 11+ years across Latin America and the Middle East, spanning brand experiences, integrated campaigns and experiential design. Hands-on by nature, I lead ideas from concept to reality across narrative, visual and spatial direction, client presentations and multidisciplinary creative teams.

Core EXPERTISE

Creative Direction · Concept Development · Experiential &
Brand Experience · Integrated Campaigns · Spatial Storytelling ·
Art Direction · Client Presentations · Multidisciplinary Leadership

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Education

Recognition & Speaking

PONTIFICIA UNIVERSIDAD JAVERIANA

Cali, Colombia

Visual Communication
Emphasis in Conceptual Branding

International Business

POSTALES DE VIDA — #BUENCAFÉ
Silver & Bronze · AdForum PHNX Awards 2024

Recognized in Print Craft & Graphic and Publication Design for an illustrated storytelling campaign built around the real stories of Colombian coffee producers.

MAGNETISMO: MÁS QUE PALABRAS
Tipos Latinos · Latin America

Independent publication exploring lettering and illustration, recognized by Tipos Latinos and extended into talks and workshops around lettering, illustration and creative craft.

SPEAKING & WORKSHOPS

Speaker and workshop facilitator across Colombia and Dubai, including Colors Art Institute, Dubai, sharing a practice shaped by lettering, illustration, art direction and conceptual thinking.

Languages

Spanish · Native
English · Professional Fluent

Tools

Adobe Photoshop · Adobe Illustrator · Procreate · Keynote · Midjourney · AI-assisted Image & Render Generation



Role Experience

2026



Senior Creative Lead
Dubai, UAE · Current

Leads the creative development of large-scale brand experiences, live events and pitches across the Middle East from research and concept development through narrative, guest journey, visual direction and spatial thinking.

Transforms complex briefs into clear creative worlds, connecting brand, audience and cultural context with ideas designed to shape how people move, interact and experience a space. Leads multidisciplinary teams across design, 3D/spatial and motion, while presenting directly to clients and collaborating with strategy, production and technical teams through development and delivery.

Selected Clients / Projects include Mastercard, EDGE, AFC, SEMA and Red Sea, among others.

Creative Highlights

MASTERCARD — 40 YEARS IN THE UAE

Originated The Shape of Time, the creative platform for Mastercard's 40-year anniversary in the UAE. Built the experience around a journey through Optimism, Passion and Priceless, translating the idea across narrative, guest journey, spatial storytelling, visual direction and interactive moments.

MASTERCARD — EDGE

Reframed the creative direction into Emerge Point, repositioning EDGE as a more future-facing, technology-led experience. Built the experience architecture across Past & Future, spatial environments, interactive technology, personalized journeys and gamification, connecting multiple touchpoints through one central narrative.

AFC — FOOTBALL FAN ZONE

Created the creative platform around many nations becoming one through football. Translated the idea into the fan journey, activations and spatial design, using the geometry of the AFC trophy as an architectural device to shape the venue layout.

SEMA — LEBANON

Turned a construction hoarding into a storytelling experience through Windows into Lebanon. Built an environmental narrative around the country's landscape, nature and cultural character, extending the physical installation through digital interaction and social-first moments.

RED SEA — BRAND EXPERIENCE

Created Sea & Sand, transforming a dual-brand brief into an architectural journey between two connected worlds, using spatial design, materiality and sensory storytelling to guide guests seamlessly from one experience to the next.

Role Experience



2018 - 2026

Founder & Creative Director
Independent Creative Studio
· Latin America & Middle East

Founded as an independent creative studio, evolving into a multidisciplinary studio across brand creation, integrated campaigns, illustration and experiential work.

Leads projects directly from brief to concept, shaping the narrative, visual direction and creative execution while collaborating with production and specialist teams to bring ideas into physical, digital and commercial environments.

Selected Clients / Projects include California Garden, Red Bull, #Buencafé, Unicentro and Peru Airport Launch, among others.

Creative Highlights

PERU — AIRPORT LAUNCH

Created the visual narrative for a large-scale video mapping experience projected onto the airport's control tower, transforming the story of Peru into an original illustrated world built for architectural scale.

CALIFORNIA GARDEN — NEW PRODUCT LINE

Built the identity for a new product line launching across the Middle East — from concept and visual territory to packaging, key visuals and retail rollout.

#BUENCAFÉ — POSTALES DE VIDA

Turned the real stories of Colombian coffee producers into an illustrated storytelling platform, connecting field research and first-hand stories across print, OOH and interactive digital experiences.

Silver & Bronze · AdForum PHNX Awards 2024

RED BULL CLIFF DIVING — OMAN

Created an illustrated visual world inspired by Oman, translating its architecture, landscape and marine character across the diving platforms and wider event environment.

MÁS UNICENTRO — COLOMBIA

Created a year-long illustrated creative platform for Unicentro, building one recognizable visual world across ATL, BTL, OOH, social and environmental applications.



2025

Senior Art Director · Dubai, UAE

Led creative development across key regional accounts, turning consumer and cultural insights into campaign platforms and integrated creative territories across film, social, OOH, retail, activations and digital. Developed concepts, key visuals and art direction from brief through rollout, directing photoshoots and productions alongside photographers, directors, designers, motion and production teams. Highlights included an illustrated Women's Day campaign for Dubai Festival City Mall, expanding an original shoot into a full 360° ecosystem across mall-wide OOH, animation, social filters and stickers, alongside creative work developed for pitches and award showcases including Cannes Lions and Effies.

Selected Clients / Projects include Ford · Center Point · 7UP · California Garden · Dubai Festival City Mall · McDonald's · Dunkin' · Americana · Al Safi · among others



2021

Head of Art · Colombia

Led art and creative direction across key accounts, turning briefs and strategic insights into strong creative territories while guiding the team from concept through execution. Directed and distributed work across designers and creatives, encouraging collaborative ideation and developing the strongest ideas regardless of authorship. Oversaw visual consistency, craft and creative quality across campaigns and multiple touchpoints, working closely with strategy, copy and account teams throughout the process.

Selected Clients / Projects Spotify · ENEL and McDonald's, among others



2017

Head of Art · Colombia

Developed integrated campaigns across regional and global brands, translating consumer insights and strategic briefs into creative concepts, campaign platforms and visual territories across ATL, BTL, retail, activations and digital. Led art direction from concept through execution, coordinating designers, final art, 3D and animation teams to deliver cohesive creative work across multiple channels and brand touchpoints.

Selected Clients / Projects Diageo, Unicentro, Coca-Cola / Fanta, Huawei and Ford, among others.



2016

Graphic Designer & Illustrator · Colombia

Began a professional creative career while completing university studies, building a foundation across branding, illustration, packaging, retail and visual craft. Early highlights included creating the illustrations for Delirio's video mapping experience in Cali, Colombia, translating original artwork into large-scale projected content for a live event.

Selected Clients / Projects branding, packaging, illustration, retail design and live-event visual content, among others.



(The*Rest)

is Still
Made. to be



Scan or just Click | There's more to see

