



CAPTURES
THE *soul, story*
AND *vision*
OF A BRAND

Kalagam

[CV here](#)



Senior Art director | Portfolio



Karen Gallego is an accomplished *art director* with 8 years of experience in global agencies, currently thriving at DDB where she has been an integral part of the team for the past 3 years. She brings a rich and varied background in *branding, illustration, typographic design, and visual communication*.

Karen's much-loved workshops inspire a passion for letters, illustration, and design, emphasizing her role in effective visual communication. In 2019, *she launched her own book on illustration and design, which won awards in typographic design and illustration*.

As a jury member and speaker, Karen contributes her expertise to numerous international panels and award shows. Additionally, she is a cherished mentor at *Color's Art Institute in Dubai, where she continues to influence and guide the next generation of artists*.

• Illustration • Typography Design • Graphic Design • Packaging • Lettering



DIAGEO



GORDON'S

Ketel One
VODKA



NUEVO
POCKET
WHISKY

DIAGEO

HUAWEI

Old Parr
Vive Ahora



vanti✓

MEZCAL
UNIÓN

ART
Direction

[click here](#)

BRANDING
and
PACKAGING

[click here](#)

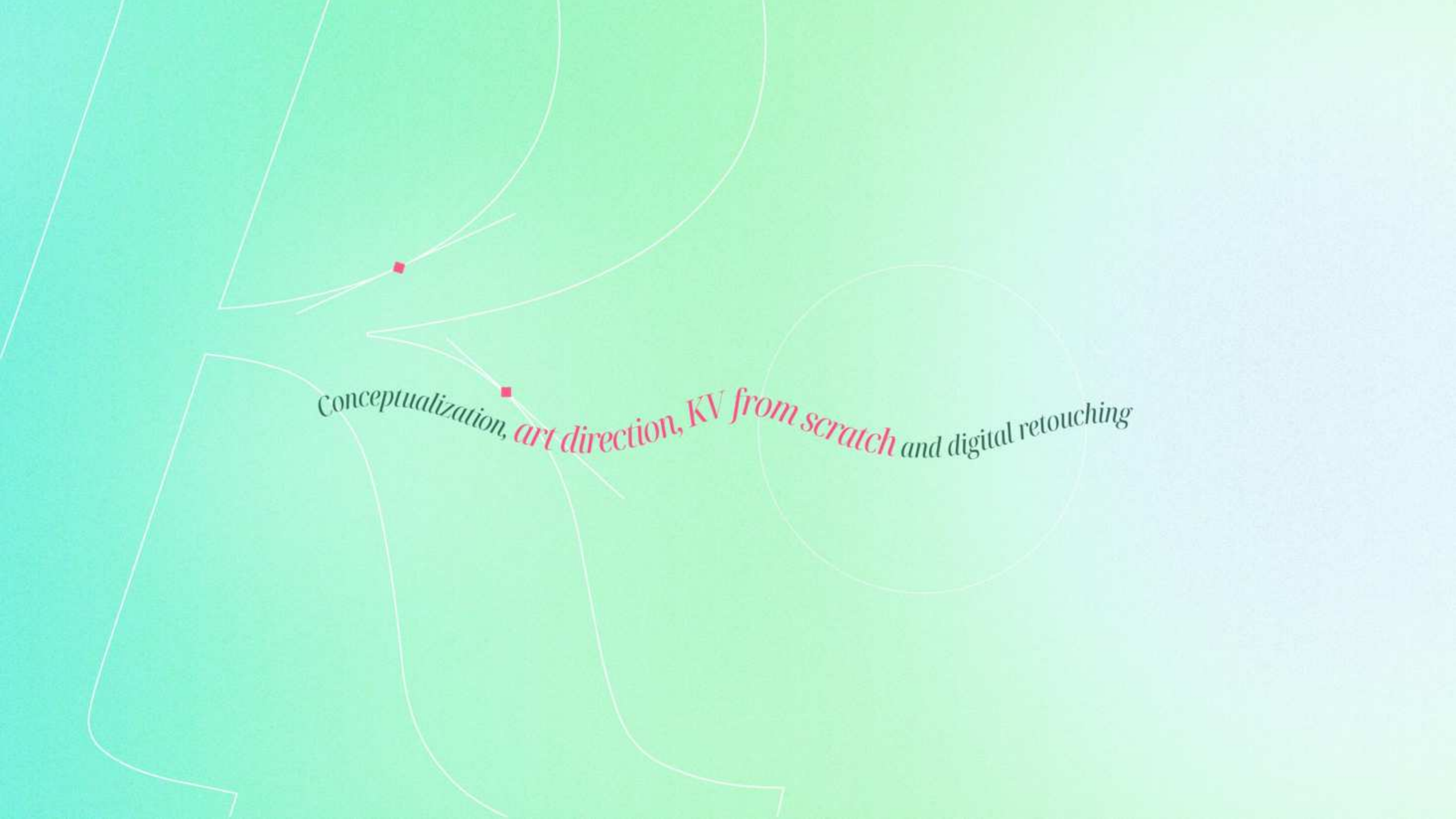
EXHIBITION
Stands

[click here](#)

SOCIAL
media calendar
POST

♡ ◻ ▽ ... ◻

[click here](#)



Conceptualization, *art direction, KV from scratch* and digital retouching



Same classic taste,
fresh new look



 RICH IN PROTEIN & OMEGA 3	 100% NATURAL INGREDIENTS	 READY TO EAT
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Menu



Same
classic
taste

fresh new look




RICH IN PROTEIN
& OMEGA 3


100% NATURAL
INGREDIENTS


READY
TO EAT

Menu

This project was 100% carried out by me, encompassing authorship, concept development, retouching, and art direction. Please note that it is highly confidential.



هلا فبراير... بييله طعم الأصالة



Menu

Silky. Smooth.
*Positively
delicious.*

PREMIUM
QUALITY



Scan & Explore امسح وانظروا



حدائق
كاليفورنيا

هلا فبراير هلا طعم الأصالة

• حمسة فول بلمستك •



نباتي
100%
غني بالبروتين

Menu



شكل جديد
نفس الطعم الرائع
خلي للكلام طعم



Menu



The Eid gift
that your
heart wants

Menu



جذورنا أساس فخرنا.



Menu



The perfect Eid gift,
Packed with
love and lots of smiles



Menu





AMERICANA
QUALITY

**BACK
TO
COOL**

NEW LOOK

Menu



يا حلاوة ديرتنا بهلا فبراير

Menu

27 - 29 MAY

3-DAY SUPER SALE IS BACK!



UP TO **20% CASHBACK**

SIMPLY SPEND AED 1000 OR MORE TO RECEIVE UP TO 20% CASHBACK ON FESTIVAL CITY MALLS GIFT CARD.

20% Cashback | Spend from 11am - 12pm | 10pm - 11pm

10% Cashback | Spend any time of the day

3DAY SUPER SALE

f @ #dubaithefestivalcitymall.com

Dubai Festival City Mall

Celebrate

back to school

with



Peppa Pig

Kids workshop | Live stage show | Meet & greet

Festival Square, 24 August - 3 Sept

BACK TO SCHOOL

9.00am - 1.00pm

Dubai Festival City Mall



TUESDAY BEAUTY HAUL

Get AED 50 voucher every tuesday on your beauty buys of AED 500 and above.

f @ #dubaithefestivalcitymall.com

Dubai Festival City Mall



TUESDAY BEAUTY HAUL

Get AED 50 voucher every tuesday on your beauty buys of AED 500 and above.

f @ #dubaithefestivalcitymall.com

Dubai Festival City Mall



عيد مبارك
EID MUBARAK

Celebrate Eid with IMAGINE
a breath-taking show synchronized with powerful lasers, lights, fountain and a grand fireworks display.

Festival Bay | 3 May, 9pm

Eid in Dubai
DUBAI FESTIVAL CITY MALL'S
IMAGINE
THE LASER, LIGHT & FOUNTAIN SHOW
Dubai Festival City Mall



GET READY FOR THE SPOOKIEST HALLOWEEN

30 October 2022

Little spooks of Festival City kids' club, dress up in your scariest best for a Halloween like no other at Dubai Festival City Mall. Halloween treasure hunt | Spookiest costume party | face painting | Trick or treat and more!

FESTIVAL CITY kids club
Dubai Festival City Mall



Nothing comes close to a mother's love.
But you can always try.

This Mother's Day, gift your Mom a **Festival City Malls Gift Card** full of your love.

Available at Customer Service.

Dubai Festival City Mall



The joy of creating memories.

Dubai Festival City Mall celebrates the spirit of Ramadan with activities designed for the entire family to cherish. Celebrate Ramadan with us.

Unique Ramadan-themed village | Ripe By The Bay Ramadan market | Daily Ramadan show | Special IMAGINE show | Special IMAGINE show after Iftar

دبي فيسفال سيتي مال
Ramadan in Dubai
Dubai Festival City Mall

CELEBRATE HER AT
DUBAI FESTIVAL CITY MALL



WOMEN'S CRAZY SALE Get extra 50% discount on ready-to-wear & more	WOMEN'S PAMPER DAY Get up to 50% discount on spa services	WOMEN'S COFFEE MORNINGS Get 10% off on all coffee & pastries
WOMEN'S HEALTH DAY Get a Free massage up to 45 minutes worth of	WOMEN'S AT WORK Special evening 7:30-9:30 with live music & more	WOMEN'S WORKOUT Get 1 hour class at 10:00-11:00

OFFER IS VALID FROM 1.01.21 MARCH




 dubaifestivalcitymall.com


 Dubai Festival City Mall

Dubai Festival City Mall
presents
K-Pop star and Exo lead vocalist

SUHO THE 2ND MINI ALBUM GREY SUIT



SUHO
Grey Suit

27 May - 8pm
SUHO LIVE
FREE Admission | Festival Square

28 May - 8pm
"Grey Suit"
IMAGINE SHOW | Festival Bay

DUBAI FESTIVAL CITY MALL'S
IMAGINE
 THE LIGHT, SOUND & FOUNTAIN SHOW




 dubaifestivalcitymall.com


 Dubai Festival City Mall

إيمان تطلق عرض
أغنية راشيل بلاتن
'Fight Song'



إيمان تتقدم بروج شهر المرأة بعرض خاص يجسد أغنية
الشهرة للنجمة راشيل بلاتن. بمشاركة فرقة نسائية مبدعة ساؤدي مجموعة
من الأغاني العالمية الرائعة.

18 مارس 2022. ابتداءً من الساعة 7 مساءً، في فستيفال باي


 دبي فستيفال سيتي مال


 إيمان
 جويس الموسيقية والفنية بالبحرين




 @dubaifestivalcitymall

Vibes by the Bay
5 OCT 2022 - 31 MAY 2023



EXPERIENCE AN AMAZING WORLD
OF FUN AND CELEBRATIONS
AT DUBAI FESTIVAL CITY MALL.

Outdoor Market | Restaurants & Cafes | Kids' Play Area | Football Fan Zone
Pet-friendly Zone | Fontana Circus | IMAGINE Laser, Fountain & Lights show
Concerts | Firework displays | And more!

Visit dubaifestivalcitymall.com for more information.






 Dubai Festival City Mall

Ramadan Kareem

Rediscover the joy of togetherness.



Ramadan is a time to reconnect with loved ones. At Dubai Festival City Mall, we have lined up several activities that the entire family can enjoy.

Unique Ramadan-themed village | Special Iftar and Suhoor offerings | Ramadan entertainment



Instagram, Facebook, Twitter icons and website URL: www.dubai-festival-city-mall.com



The joy of giving.



At Dubai Festival City Mall, we have partnered with Al Jalia Foundation for a Ramadan charity drive. After all, the holy month of Ramadan is the perfect opportunity to not only be thankful for our privileges but also give back to others.



Instagram, Facebook, Twitter icons and website URL: www.dubai-festival-city-mall.com



The joy of creating memories.



Dubai Festival City Mall celebrates the spirit of Ramadan with activities designed for the entire family to cherish.

Ramadan Emirati Heritage Village | Ripe By The Bay Ramadan market | Daily Ramadan show | Special IMAGINE show



RIPE BY THE BAY



Dine with us & enjoy Iftar 35,000 feet in the air.



Spend AED 150 or more at Dubai Festival City Mall F&B outlets. Get a chance to enjoy an Iftar meal on a private jet. There'll be two lucky winners every week during Ramadan.



DC AVIATION
PASSION FOR EXCELLENCE



Menu



CONCEPTUALIZATION
Branding
and Packaging...

AMERICANA

FoMo



Menu

This project was 100% carried out by me, encompassing authorship, concept development, retouching, and art direction. Please note that it is highly confidential.



Menu

AMERICANA



Menu





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Conceptualization and ideas for a *social media calendar post*





5:30

AMERICANACAKEARABIA

Publicaciones

americanacakearabia

ابدأ الأسبوع صحرا

كوكيز طرية بريدة الفول السوداني

أو شوكو كوكيز

يقطع الشوكولاتة



Les gusta a hudahashesh y otros

americanacakearabia Here's something to brighten your week: Americana Soft Cookies. 🍪

إليك مذاق فريد يجعلك تبدأ الأسبوع بنكهة مميزة... más

Ver todos los comentarios

5:31

AMERICANACAKEARABIA

Publicaciones

americanacakearabia

americanacakearabia · Audio original

لا تغادر بيتك بدون

كوكيز الشوكولاتة الطرية



Les gusta a fud.stop y otros

americanacakearabia هل جهزت المستلزمات الأساسية

اليوم؟ لا تنسى كوكيز أمريكا الطرية بقطع شوكولاتة هيرشيز أو

تشوكو كوكيز بقطع الشوكولاتة أو الكوكيز الطرية بريدة

10 de diciembre de 2022 · Ver traducción

5:22

CALIFORNIAGARDEN

Publicaciones

californiagarden

californiagarden · Audio original



Ramadan Kareem to you and your family

Les gusta a karen_alejandra_g y otros

californiagarden في بعض الأكلات ما تحتاج غير مكونات

أساسية موجودة في كل بيت لأنها أساساً مليانة طعم. فول حمصة

...من كاليفورنيا جاردن أكلة ما تحتاج غير الملح والفلفل

12 de febrero · Ver traducción

5:22

CALIFORNIAGARDEN

Publicaciones

californiagarden

californiagarden · Audio original



Want to save time this Ramadan?

Les gusta a karen_alejandra_g y otros

californiagarden في بعض الأكلات ما تحتاج غير مكونات

أساسية موجودة في كل بيت لأنها أساساً مليانة طعم. فول حمصة

...من كاليفورنيا جاردن أكلة ما تحتاج غير الملح والفلفل

12 de febrero · Ver traducción

5:22

CALIFORNIAGARDEN

Publicaciones

californiagarden

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save time, with foul and

Les gusta a karen_alejandra_g y otros

californiagarden في بعض الأكلات ما تحتاج غير مكونات

أساسية موجودة في كل بيت لأنها أساساً مليانة طعم. فول حمصة

...من كاليفورنيا جاردن أكلة ما تحتاج غير الملح والفلفل

12 de febrero · Ver traducción







*You've just explored products from
Middle Eastern brands.
For a broader selection, take a look
at our projects featuring various
global brands...*

Bē

[click here](#)



THANK
you !!

Kalagamm

[CV here](#)



[click here](#)



[click here](#)

Senior Art director | Portfolio