Antoni Gerges

Creative Director, Brand & Experiential

antoniz.com

Managed a collective $10M+ in delivered projects — accountable for the client and the result, from first brief to final delivery.

23	$10M+	20	10	83%	3
Years	Collectively managed	Government entities	Cities	DHA reach	Days to open a pavilion

Brand & story — Identity · Campaigns · Film

Live experiences — 3D design · Exhibitions · Events

Digital & motion — Web · Animation · 3D & AI production

Experience

Dec 2024 – now · Tampa, Florida

Volunteer & personal projects · Creative direction, AI & digital

Relocated to the US. Rebranded Children of Light Academy (design system, logo animation) and designed and built antoniz.com with its 3D and motion, using AI as a production tool.

2007 – 2024 · Abu Dhabi operating chapter · Dubai · Cairo

AntBrush · Founder, Managing & Creative Director

Founded and headed an independent creative agency for government clients, global brands and artists, with a team of up to 15 across design, creative, 3D, marketing, account management and accounts. Creative direction on every project, art direction on most and hands-on design on many, from pitch to delivery: identities, integrated campaigns, films, exhibitions and festivals.

Identity & campaigns. Dubai Health Authority; Al Forsan International Sports Resort, through Private Property Management: full branding and identity, including its restaurant brands; AIAASC, New York.

Government programs. UAE Ministry of Education, across 10 cities; Abu Dhabi Department of Municipal Affairs; Al Ain Municipality; ADIPEC introductory seminar.

Exhibitions & pavilions. Abu Dhabi municipal stands at Cityscape, Tawdheef and the World Future Energy Summit, attended by heads of state; appointed by direct order "for the best technical offers" (Cityscape 2017); the Abu Dhabi Building Codes launch.

Festivals & launches. Liwa International Festival as main agency; ZEISS Vision Care; Abu Dhabi Media internal brand relaunch event, won by tender (2020); McCafé event via Publicis.

Innovation Months. UAE Ministry of Foreign Affairs (2018); Al Ain City & Municipality, 40 projects (2024).

Federal level. Invited to propose by the Ministry of Presidential Affairs (2014) and the Federal Authority for Protocol and Strategic Narrative (2024).

2017 – 2022 · Dubai

MCX · Partner, Creative Director & Co-producer

Partner venture, through AntBrush, for live entertainment and corporate events.

Live shows. Amr Diab, Angham, Mohamed Mounir, Magida El Roumi, Lilly Singh.

Festivals & hospitality. Why Not! Mazzika at Coca-Cola Arena; Hakawi Sharqia; The Big Grill.

Corporate events & launches. Capacity Middle East / e& galas at the Armani Hotel, Burj Khalifa, and Atlantis, The Palm (creative director and co-producer); MAF GS1 event, Cairo (creative director and producer); Unilever in Istanbul; ZEISS; Akshaya / Vikas Khanna.

Federal level. Briefed and invited to propose by the Public Diplomacy Office, Prime Minister's Office (2019).

2006 – 2007 · Dubai

Junior Art Director · Sea Waves Advertising

2003 – 2006 · Cairo

Graphic Designer · E-Motion, S.L. Creation & freelance

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Selected work

antoniz.com

$2.3M DHA launch · **6** Zones, Liwa · **6** Days to ZEISS launch · **5** Ministers, Bullying Week · **40M** Views, 2 days

2008
Dubai

Dubai Health Authority

Won the pitch, then created the identity, guidelines and public launch of Dubai's government health authority, with media by MediaEdge:CIA.

83% reach · almost 1,000 staff voted for the mark

2019 – 2020
Tal Moreeb

Liwa International Festival

Main agency: campaign, TV commercial and social content, plus six desert zones built from nothing, led by extreme sports, with a family zone, heritage village and desert café.

16-day festival · $1.04M contract

2022
Dubai

ZEISS Vision Care

ClearView and PhotoFusion X launch: creative direction, launch environment and branded event materials.

With MCX

2020 – 2022
New York / Dubai

AIAASC

Repositioning, identity and communications for a US school-accreditation association, then a seven-month retainer.

Identity, toolkit and three films

2018
10 cities

National Bullying Prevention Week

Campaign brand, social content and physical materials for a national awareness week in UAE schools. Five federal ministers took part.

UAE Ministry of Education · 40M hashtag views in two days

Idea to delivery, at any scale

One standard from first idea to final delivery — whether directing a full production team or making it end to end, hands-on, with AI. Adapts to any team's stack.

Design Illustrator · Photoshop · InDesign · Figma

AI production: image, video, motion, 3D Midjourney · Kling · Google Flow · Gemini · Claude · ChatGPT · Remotion · Premiere · After Effects (AI-assisted)

Build: web & automation Claude · Codex

Systems Google Workspace · GoHighLevel

Recognition

Dubai Culture & Arts Authority accreditation · Creators
2022 · led to the 10-year Golden Visa

Education

Bachelor's degree · Graphic Design
Faculty of Fine Arts, Minia University · Egypt · 2003

Certificates

Mini MBA
Warnborough College · UK · 2013

Digital Marketing
Google Digital Garage · 2020

Social Media Marketing
Meta / Coursera · 2023

Languages

English · Arabic

Also

Cityscape Abu Dhabi: creative work (2013), pavilions (2015–2017); the 2017 pavilion housed 14 projects across 7,200 sq ft and was built in 3 days.

Abu Dhabi Building Codes: launch campaign (2010–11), with follow-on work to 2015.

Conrad Dubai: brand naming and signage design for its ballrooms and function rooms (2012).

Community work

US middle schools. Co-initiated an anti-violence campaign with Rajaa Al Haber; created its brand and plan.

Children of Light Academy. Full rebrand: identity, design system, logo animation, collateral and enrollment forms.

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