

Mouaz AlSabbagh

Creative Technologist | Senior Art Director

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PROFILE

Creative technologist combining art direction with generative AI, JavaScript automation and modular design systems. Builds workflows that reduce repetitive production and give teams more time for creative judgment, cultural relevance and iteration.

TOOLS & CAPABILITIES

Generative AI: Midjourney, Adobe Firefly, Claude, Gemini and ChatGPT.
Design and motion: Figma, Cinema 4D, After Effects and Photoshop.
Development: React, Tailwind CSS, JavaScript, API-based asset tools and JSON schemas.
Systems: component libraries, reusable campaign templates and B2B asset workflows.

JACO ARABIA | DECEMBER 2024 - PRESENT

Senior Art Director & Creative Technologist

SELECTED INNOVATIONS

Unknown Soldier League: developed a master prompt framework for consistent cinematic character visuals across a 10-kingdom esports tournament.
Legacy Land: created an AI-assisted universe with 32+ digital landscapes across eight countries, using custom JavaScript asset tools. Reported revenue: \$1.9M, equivalent to 190.3M platform coins.
Monthly Champion: developed a modular design system supporting 7+ aspect ratios and 100+ AI-assisted 3D assets for recurring tournaments.

CREATIVE OPERATIONS

JACO Commercial Systems: built a 50+ template asset library and three-tier sponsorship structure. Reported onboarding fell from 6-8 weeks to eight business days, with \$578,750 in first-year business impact.
Pipeline automation: developed Drive API downloaders to automate asset retrieval and packaging, with reported savings of 40+ production hours per campaign sprint.

PERFORMANCE PRODUCTION

JACO Growth Trilogy: used rapid prototyping and weekly creative iteration across a three-phase campaign reporting \$2.29M in revenue. Delivered 9,000+ design assets over 10 months with a reported 95% on-time delivery rate.

VITAMIN CREATIVE COMMUNICATION | APRIL 2022 - DECEMBER 2024

Senior Art Director / Senior Campaign Producer. Directed creative work for national initiatives including SMO Vision 2030, NDMC Sukuk and ETEC.

RECOGNITION

Athar 2024 Gold Award - NDMC Governmental Sukuk campaign.

Selected experience. Campaign metrics reflect reported project outcomes and are not attributable solely to one contributor.