

Alan Baban

IndependentCreativeDirector / Senior ArtDirector

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My name is Alan Baban, a Creative Technologist, Creative Director, and Senior Art Director based in Sulaymaniyah, Iraq. My work sits at the intersection of brand, technology, AI, and culture, spanning integrated campaigns, visual identities, design systems, motion, 3D, VFX, and digital experiences. I currently lead **33Studio**, an independent multidisciplinary creative studio working with brands and organizations across industries.

Previously, I served as Senior Art Director at M&C Saatchi MENA and Senior Graphic Designer at Brodmann10 Agency, building experience across strategic creative direction, visual communication, and commercial campaigns. Since beginning my career as a freelance Senior Designer in 2016, I have also collaborated with agencies including Tracker Creative Agency in Baghdad, Jasim Digital Agency in Dubai, and Agenz Creative Hub in Sulaymaniyah, alongside independent projects and direct client work.

My work has included brands such as Asiacell, Lay's, Cheetos, Doritos, YOOZ, Burger King, Zain Cash, FOTON Motors, JAC Motors, VISA, Mustawfy Group, and Haisan Energy Drink, across telecommunications, FMCG, automotive, banking, retail, and F&B. I combine strategic thinking, strong visual craft, and emerging technology to build ideas that work across real-world platforms and markets. Alongside commercial work, I contribute to local design and technology communities, mentor emerging creatives, and teach practical AI and creative technology workflows helping designers use new tools to work faster, think further, and maintain the human judgment behind great creative work.

EXPERIENCE ↴

IndependentCreativeDirector /
Art Director Kurdistan Region

33Studio Creative Agency

2024 - Present

Senior Art Director Kurdistan
Region Iraq

M&C SAATCHI MENA

2025 - 2026

Assosiace Art Director
Kurdistan Region Iraq

M&C SAATCHI MENA

2025 - 2026

Senior Graphic Designer
Kurdistan Region Iraq

Brodmann10 Creative Agency

2023 - 2025

Freelance Art Director
Baghdad Iraq

Trackers Creative Agency

2024 - 2025

Graphic Designer Diploma
Instructor

CIS College

2022 - 2024

Freelance Art Director United
Arab Emirates

Jasim Digital Agency

2020 - 2022

Freelance Graphic Designer
Kurdistan Region

Remote works

2016 - 2020

AWARDS ↴

CannesLions
Ads of The World By Clios
130AM - 195PROJECT
The Rookies