



PORTFOLIO
CREATIVE DIRECTION & PRODUCTION

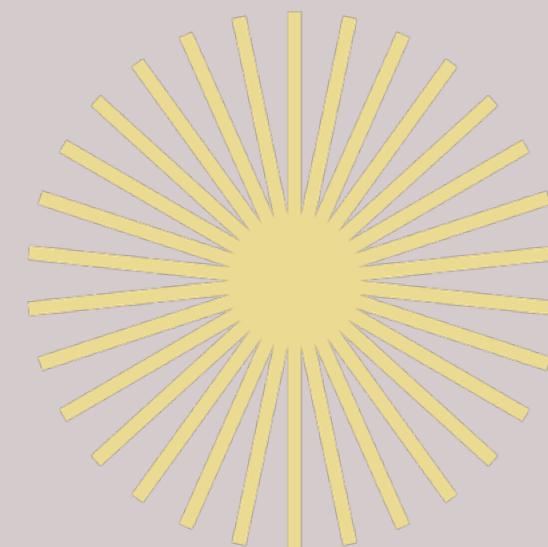


TABLE OF CONTENT

01 Introduction

p.05 About
p.06 Project Experience
p.07 Skills & Talent

02 Conferences

p.09 COP28
p.14 Great Futures

03 Mega-Events

p.20 UAE Pavillion
p.24 Portugal Pavilion

04 Exhibitions

p.29 Sirah

05 Activations

p.33 IWC Watches
p.37 BMW

06 Architectural Interiors

p.40 Comcast Headquarters
p.42 Abu Dhabi ECA
p.46 Private Residence

07 Thought Leadership

p. 54 Limkokwing University

A person is standing in front of a wall covered in a hexagonal pattern of small, reflective tiles. The person is wearing a shiny, sequined dress that reflects the light, creating a bright, glowing effect. The dress is form-fitting and appears to be made of a metallic or sequined fabric. The background is dark, making the shiny dress stand out. The overall atmosphere is elegant and sophisticated.

The content is confidential and meant solely for presentation purposes.
Copyright ©GIGIBEE2025. All rights are reserved as per the contractual
agreement, encompassing the represented creative agencies and brands.

01

Introduction



**Hello,
Bonjour,
Marhaban.**

Director & Producer

I believe great design is driven by compelling storytelling. Every successful experience has a unique narrative, and a skilled director enhances it with creativity and vision. My approach combines innovative artistry with strategic communication to craft engaging, immersive, and informative experiences that leave a lasting impact.

Trusted By



Skills & Talent

**CREATIVE
DIRECTION**

**CREATIVE
PRODUCTION**

**CREATIVE
STRATEGY**

**COMMERCIAL
STRATEGY**

**PROJECT
MANAGEMENT**

**3D + CAD
VISUALISATION**

02

Conferences



COP28 UAE

Year: 2023

Location: Dubai, United Arab Emirates

Client: United Nations Framework Convention
on Climate Change (UNFCCC)

Company: Identity Global

Role: Creative Producer



United Nations
Climate Change

DUBAI 2023

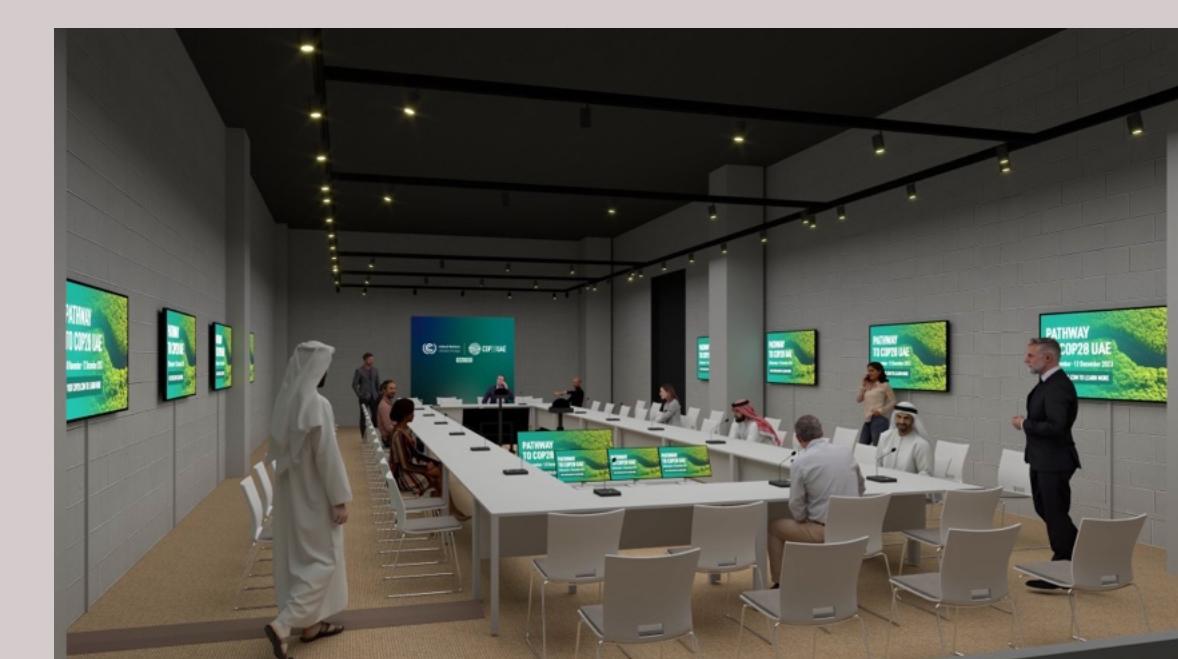
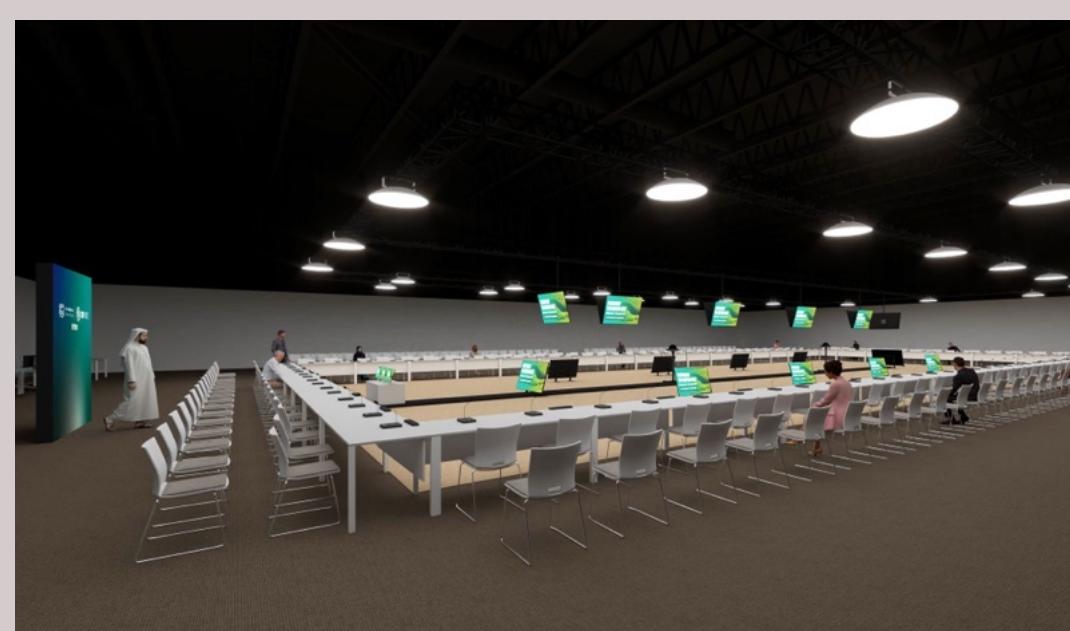
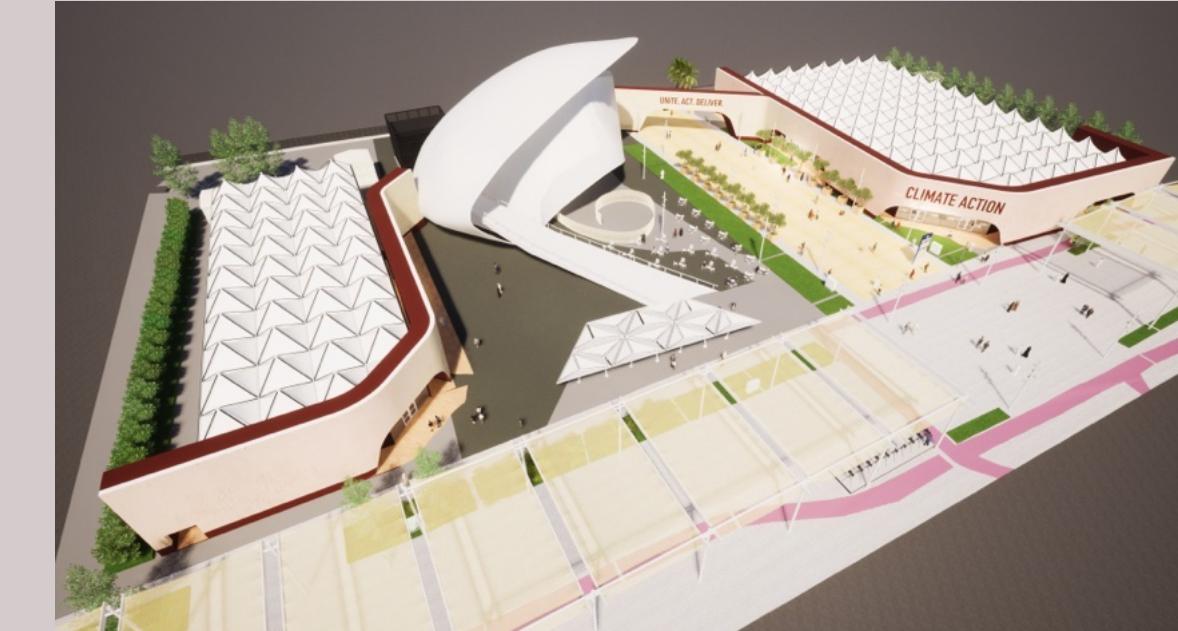
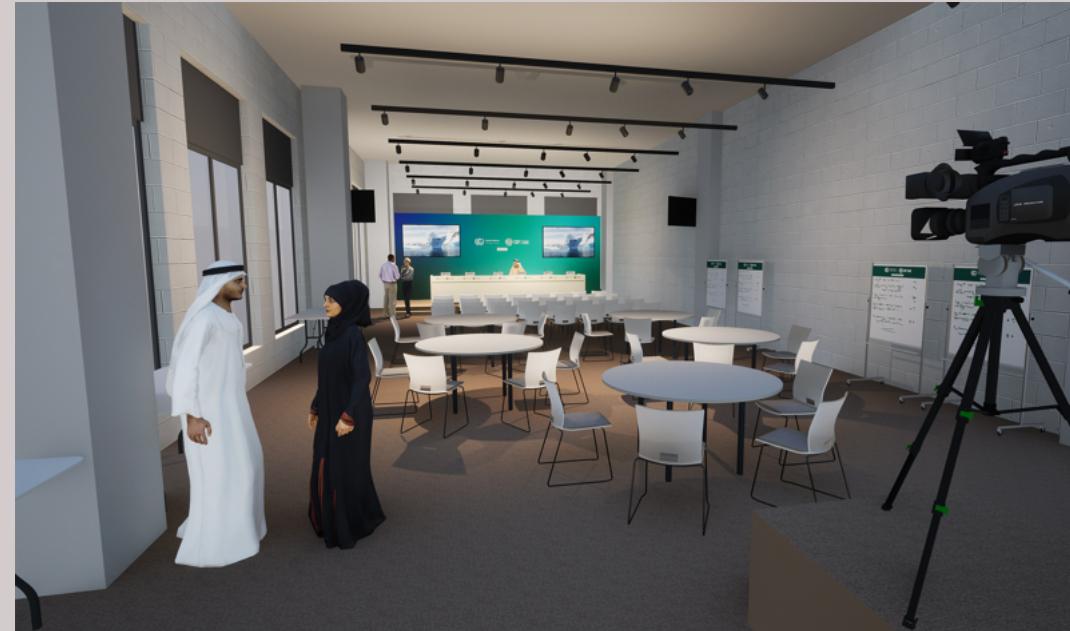


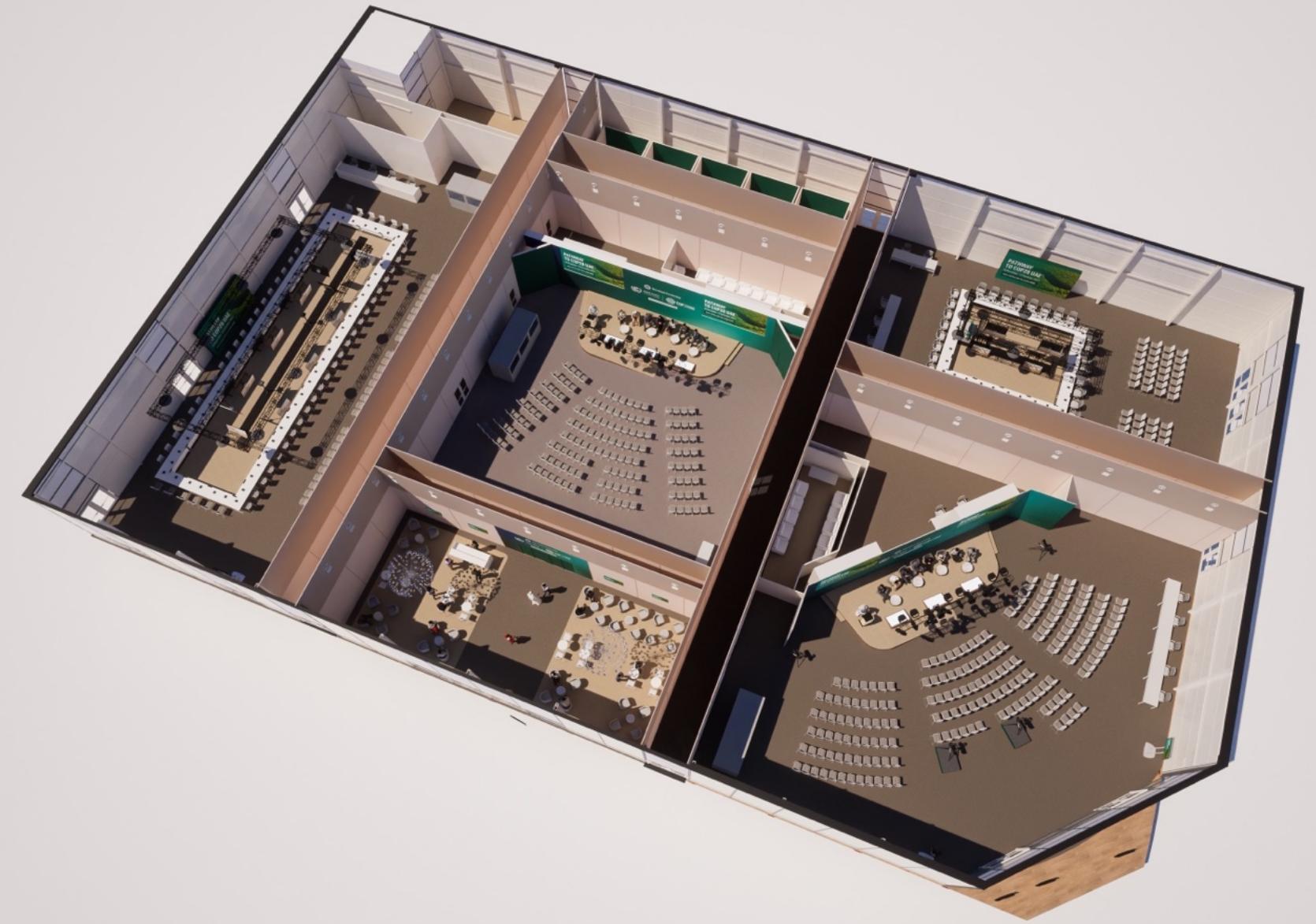
COP28 UAE

THE EVENT



THE DESIGN

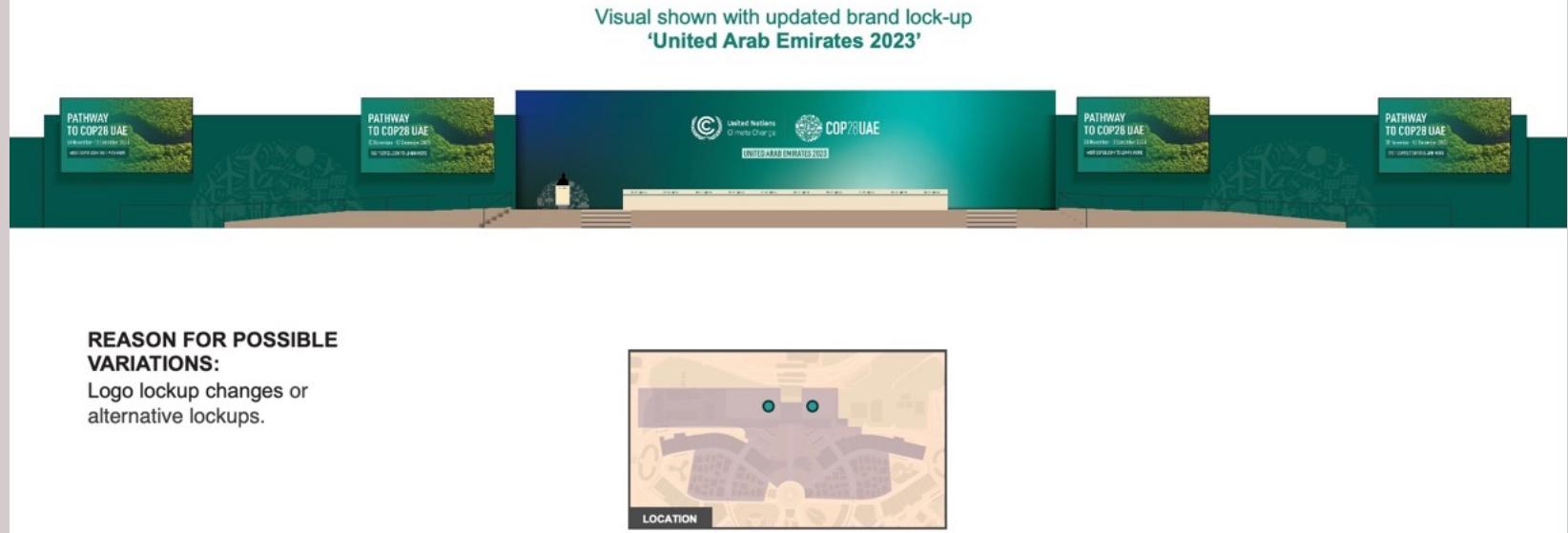




I was a producer of the United Nations COP28 in Expo City Dubai, directly under the Executive Creative Director, rolling out designs, from site-wide wayfinding to core conference spaces and special events for world leaders. I met with multiple stakeholders, including H.H. Sheikha Mariam bint Mohamed bin Zayed Al Nahyan from the Salama Bint Hamdan Al Nahyan Foundation, to present build visualizations. I ensured stakeholder needs & deadlines were met. I created the Production approvals process.

I acted as a liaison between the design team and the build and print teams.

1.0 PLENARY 1 & 2 – Graphic Elevations



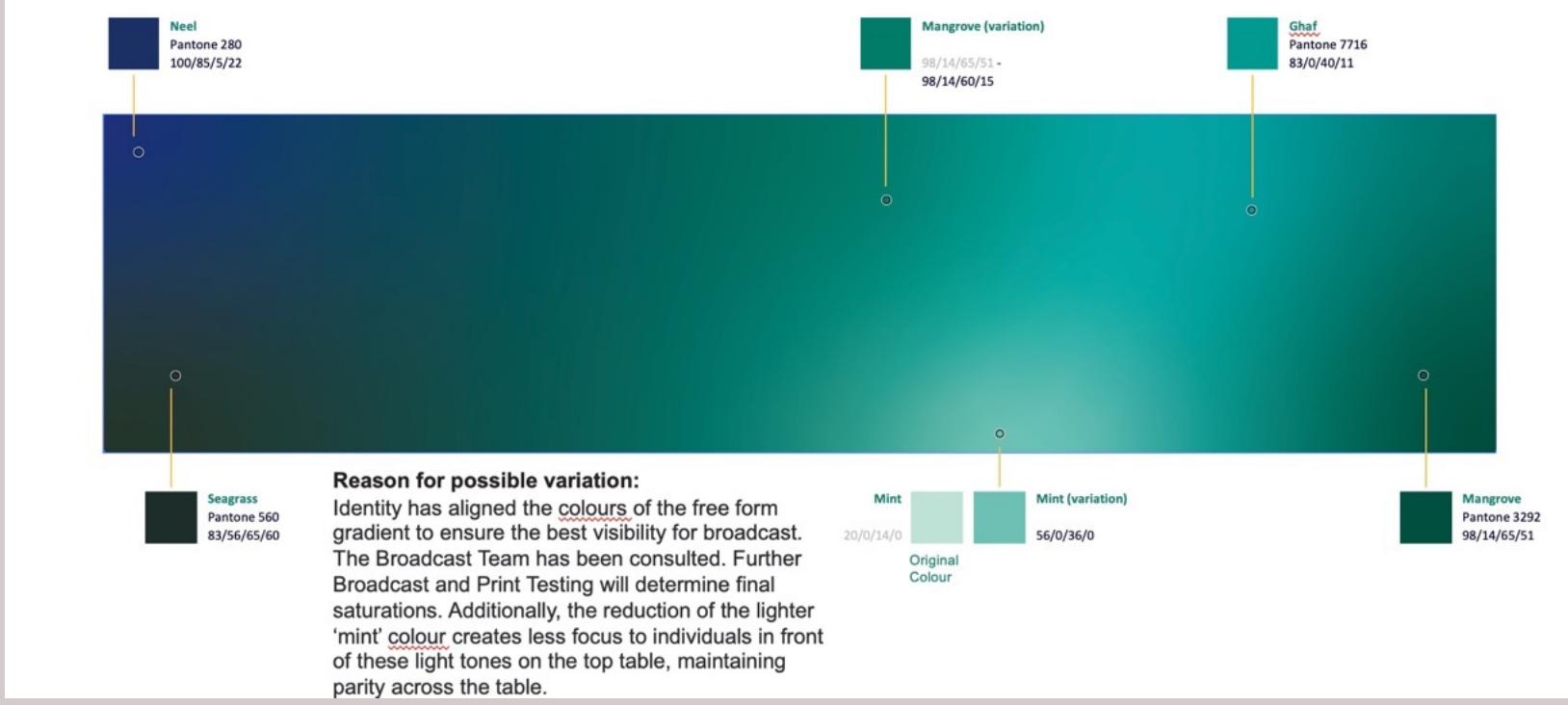
REASON FOR POSSIBLE VARIATIONS:
Logo lockup changes or alternative lockups.

1.0 PRINCIPLES BROADCAST MOMENT ON GREEN

BROADCAST MOMENT
The rules shown in this example must always be applied when working on the mangrove solid background.



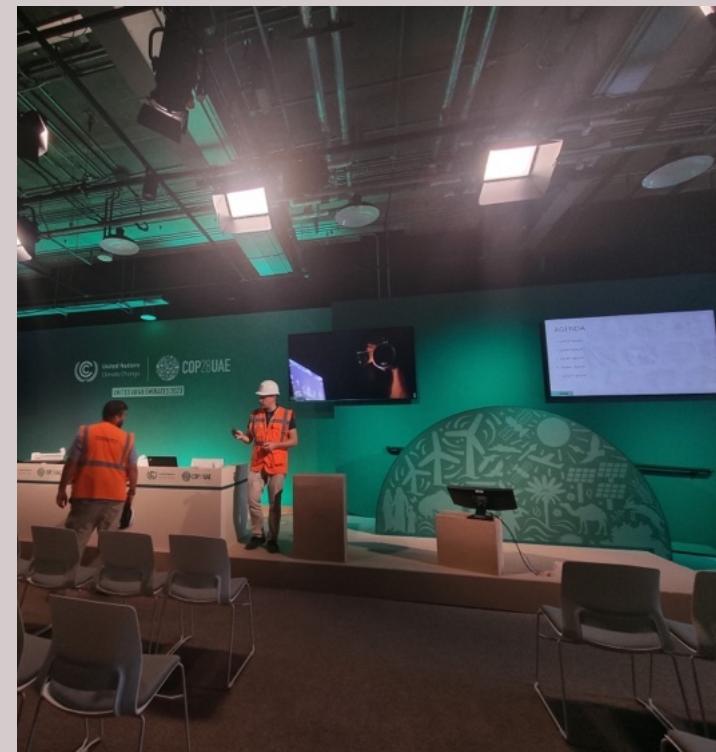
1.0 PRINCIPLES – COLOUR SCHEME



Sustainable & Textured.

THE BUILD

Sustainability was key to this event. We considered new materials in replacement of vinyl or paint, such as fabric and plaster. These sustainable materials ended up giving a more premium look and feel.



GREAT FUTURES

معاً لمستقبل عظيم

RIYADH SAUDI ARABIA



Year: 2024

Location: Riyadh, Kingdom of Saudi Arabia

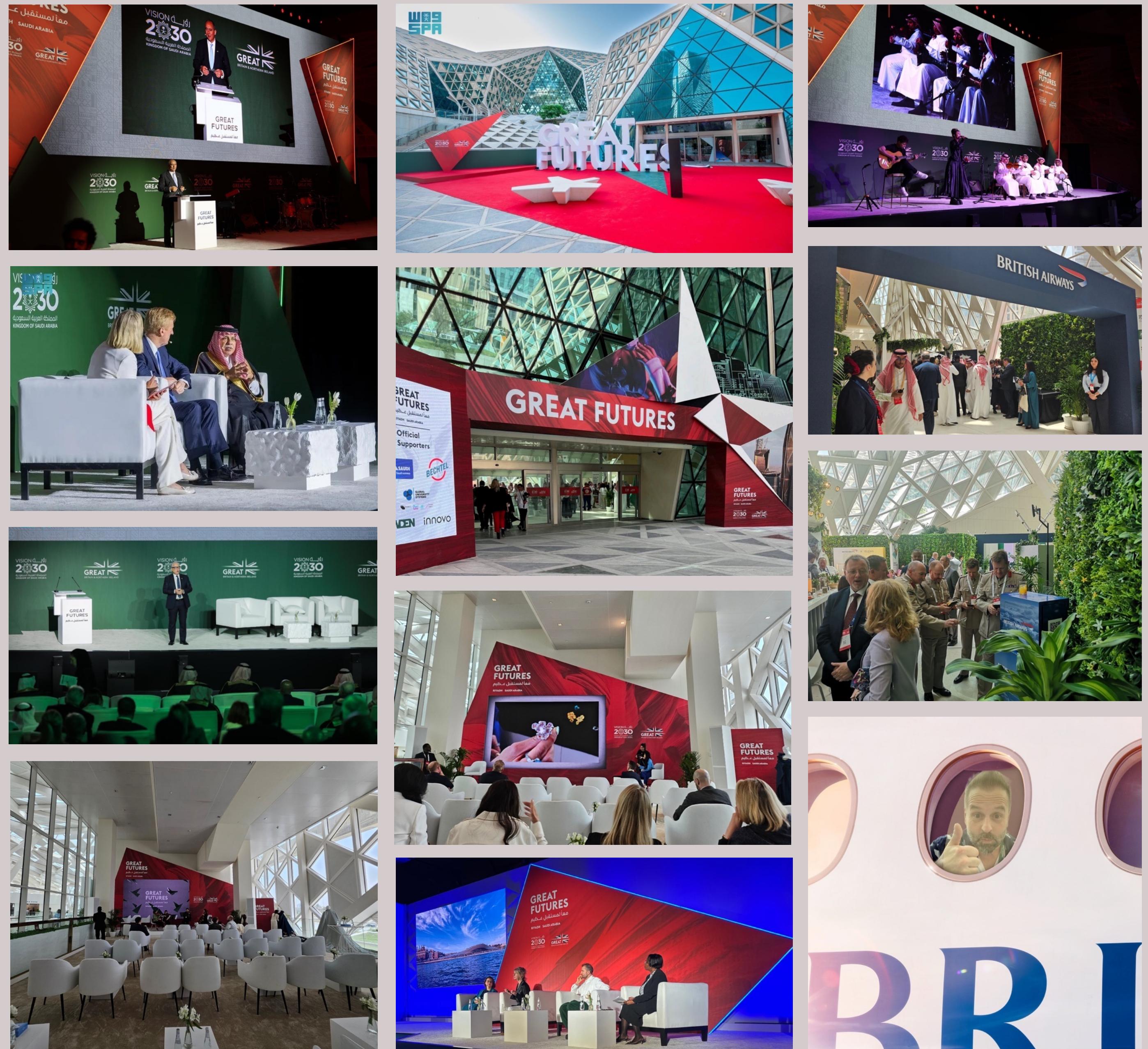
Client: UK Department of Trade & Investment

Company: TMW Unlimited

Role: Designer & Creative Director

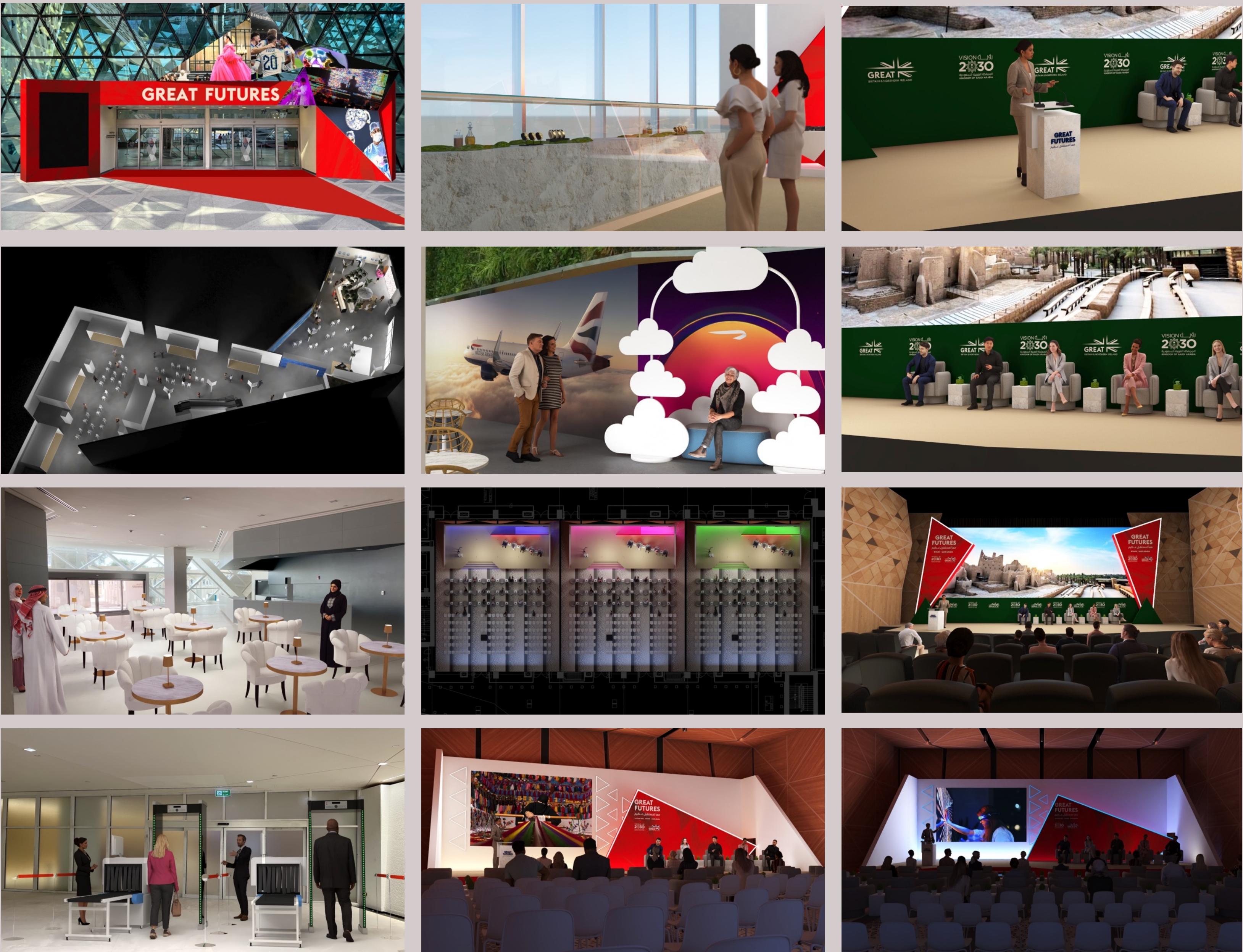
GREAT FUTURE

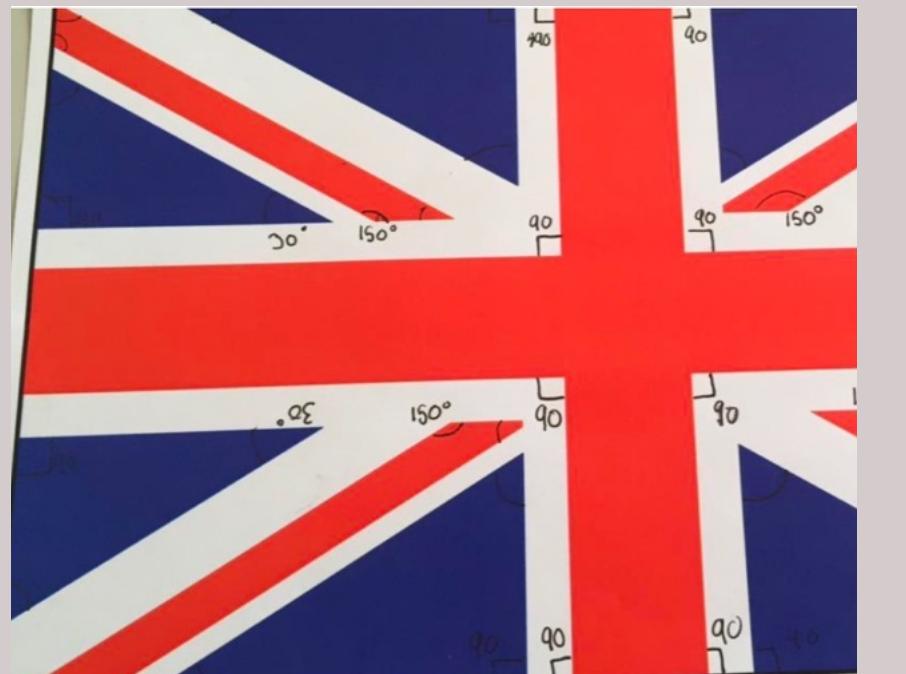
THE EVENT



THE DESIGN

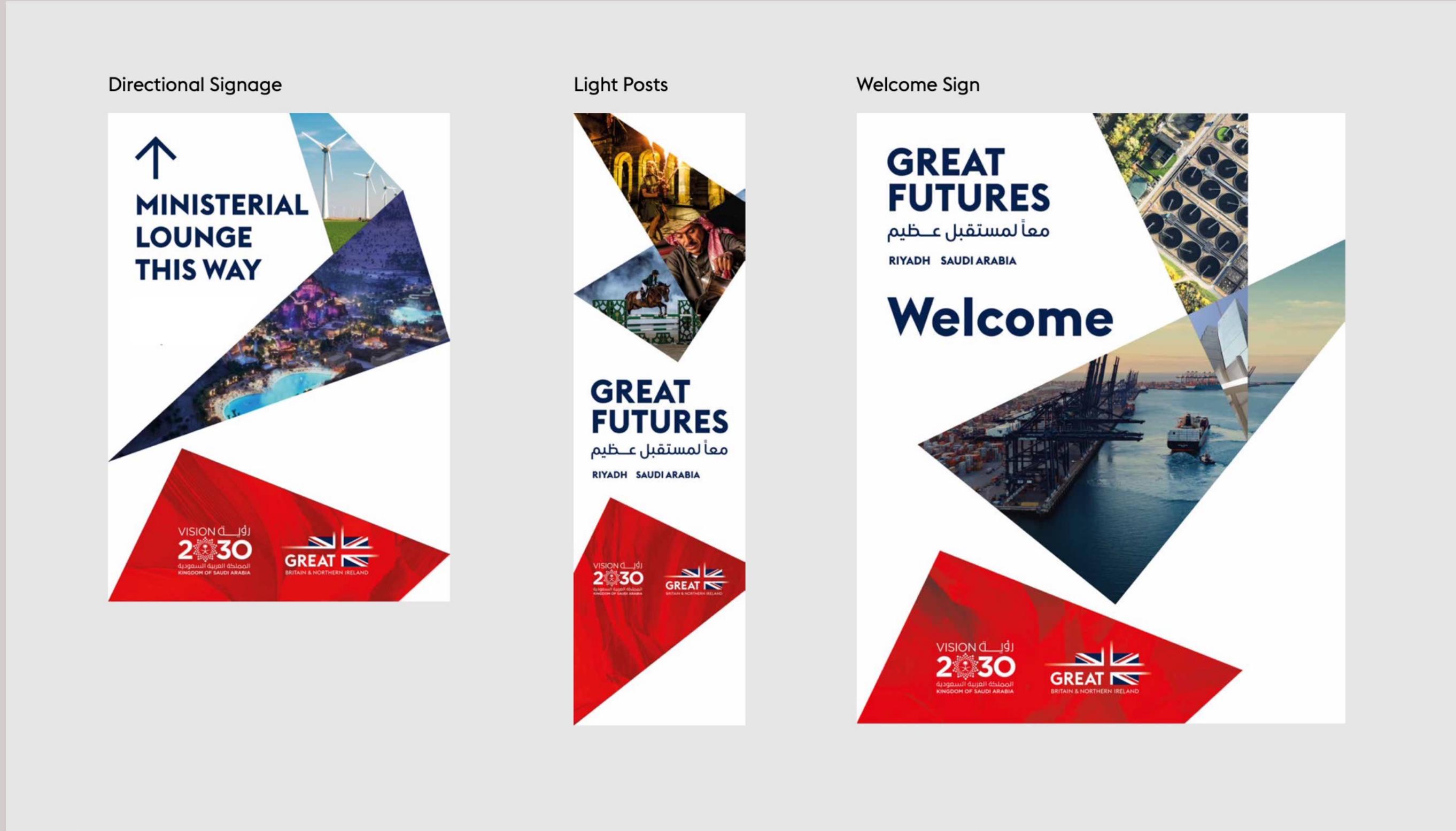
Here are a few of the visualisations that included the rental furniture available, and the custom designed British Products showcase and stage tables in limestone texture.



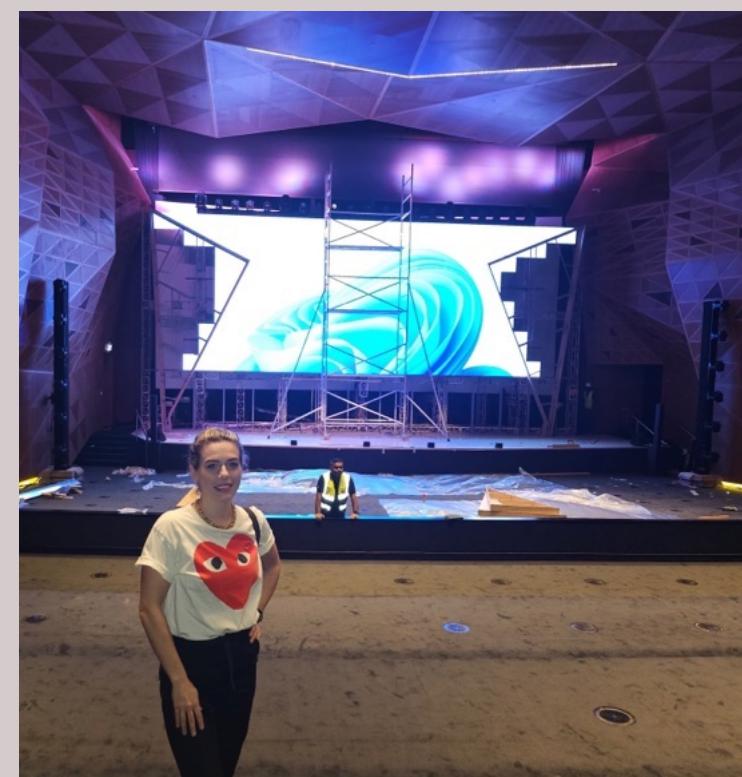
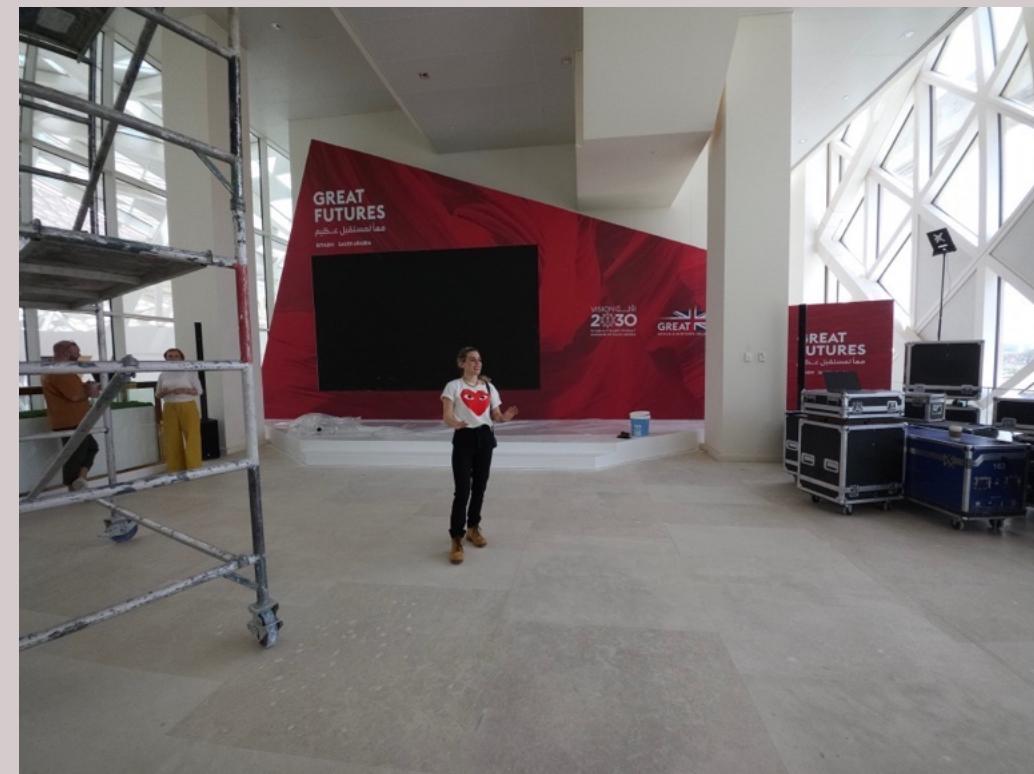
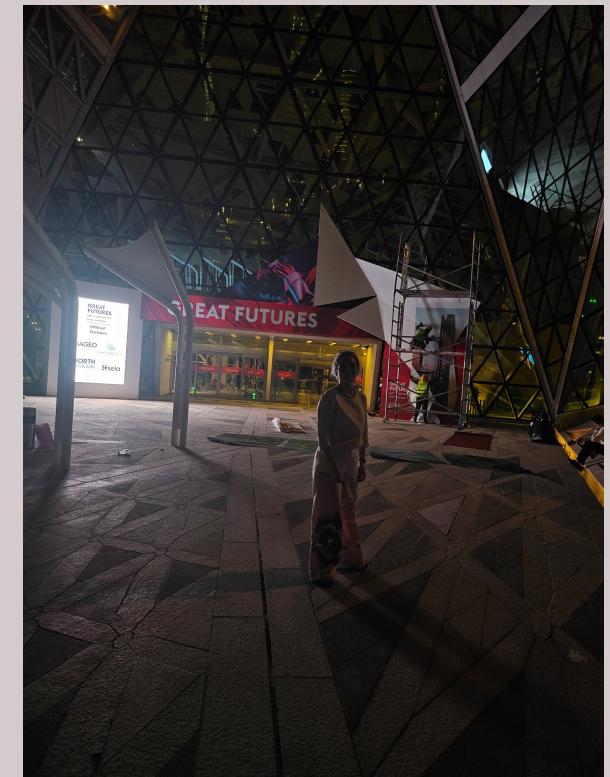
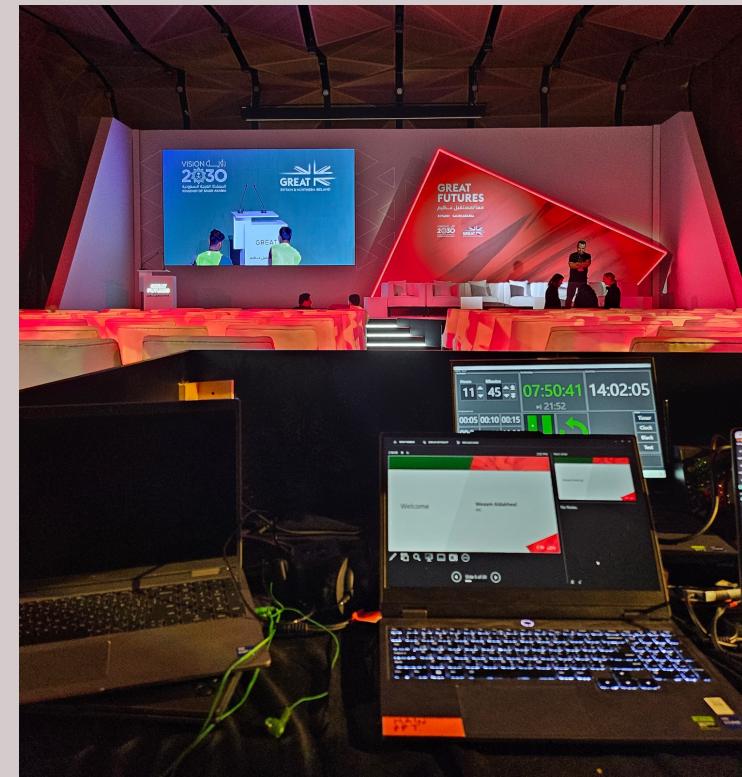


Inspiration from the angle of the Union Jack

Triangles of both nations are used to create clusters of images of each industry in the showcase; fashion, sustainable energy, automotive, sport, tourism, etc. Six weeks of design, ten days of build. The sets were fabricated in the KSA and Italy.

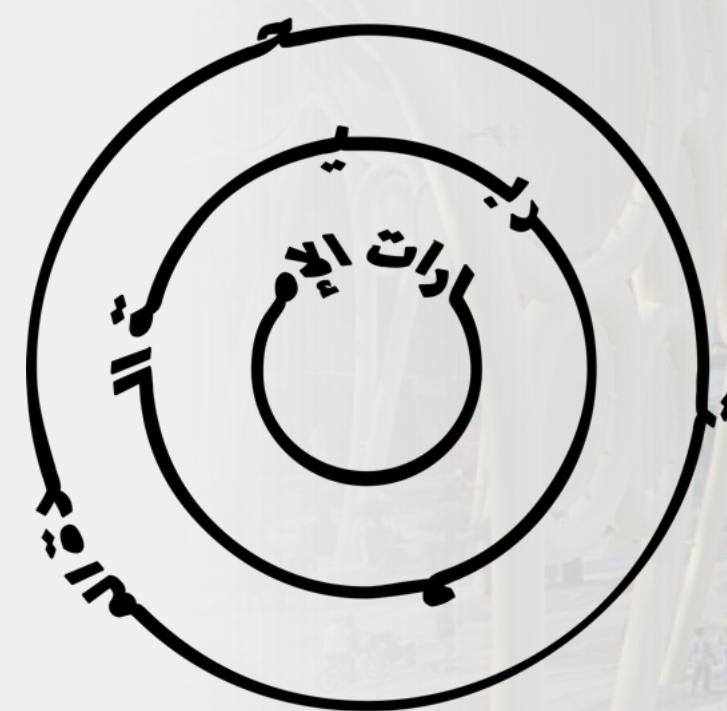


THE BUILD



03

Mega-Events



UAE PAVILION

Year: 2020

Location: Dubai, United Arab Emirates

Client: National Media Council

Company: National Media Council

Role: Creative Director

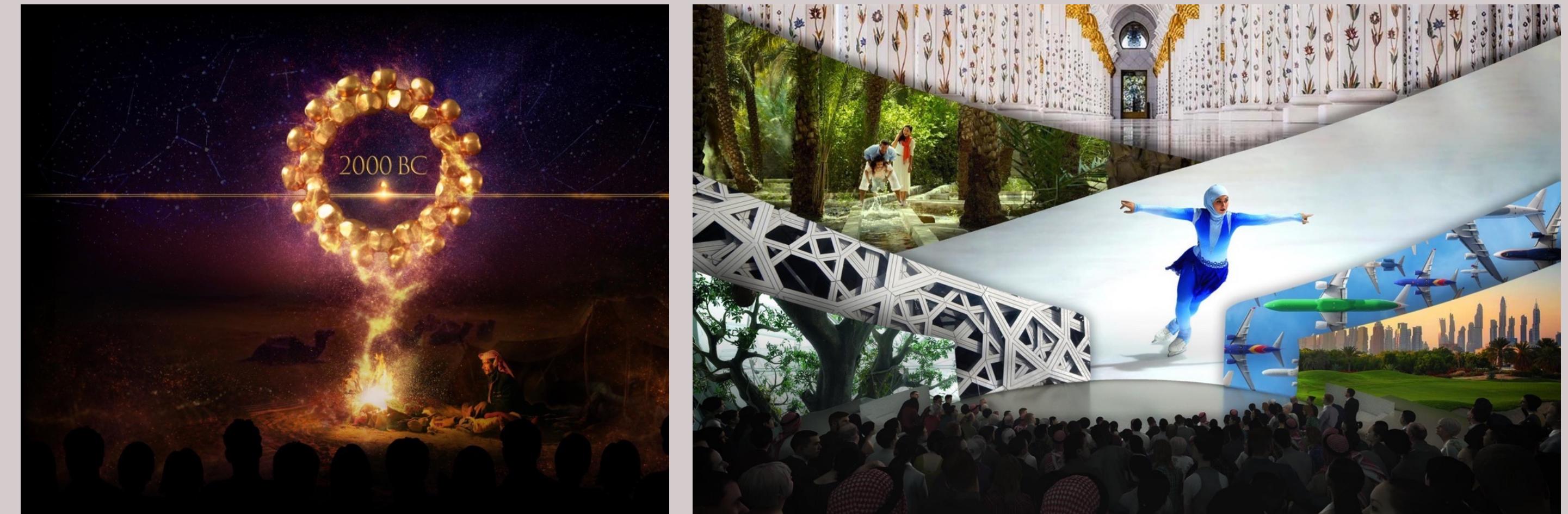
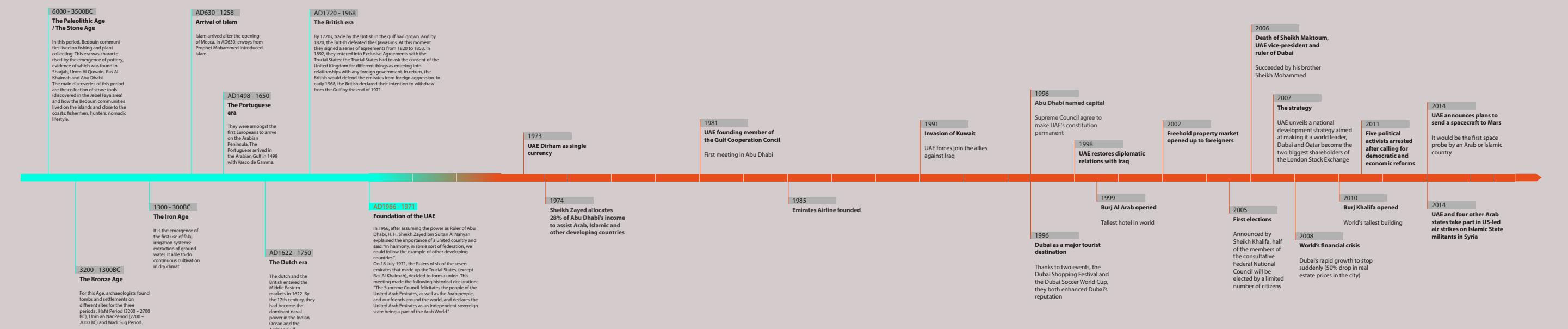


THE EVENT



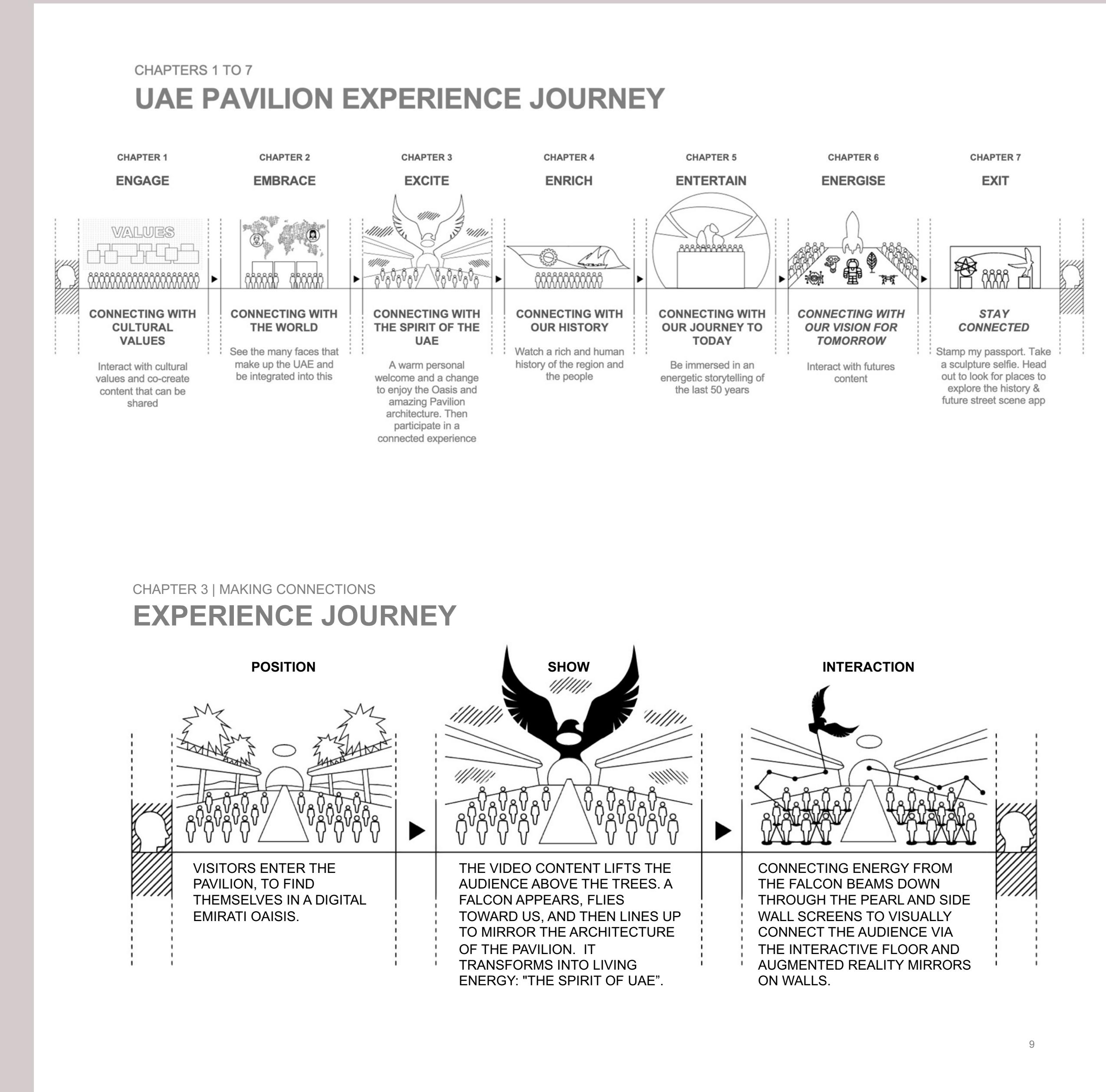
THE DESIGN

I worked with the National Media Council to develop a seven-chapter history of the UAE, researching from the past to the present and creating a timeline of major events. I distilled these into seven key messages, which the creative team and I transformed into immersive experiences.





This project came to Immersive Ltd through my sales efforts with UKTI as Business Development Director. A lead from a UAE trade mission led to a Request for Proposal for the UAE Pavilion interior, designed by Santiago Calatrava. I hired and led screenwriters, organized client workshops in Abu Dhabi and London, and collaborated with in-house and Atelier Brueckner directors on design. We considered every aspect of the experience, including visitor flow, a mobile app, and post-visit engagement.





PORTUGAL

EXPO 2020 DUBAI

Year: 2020

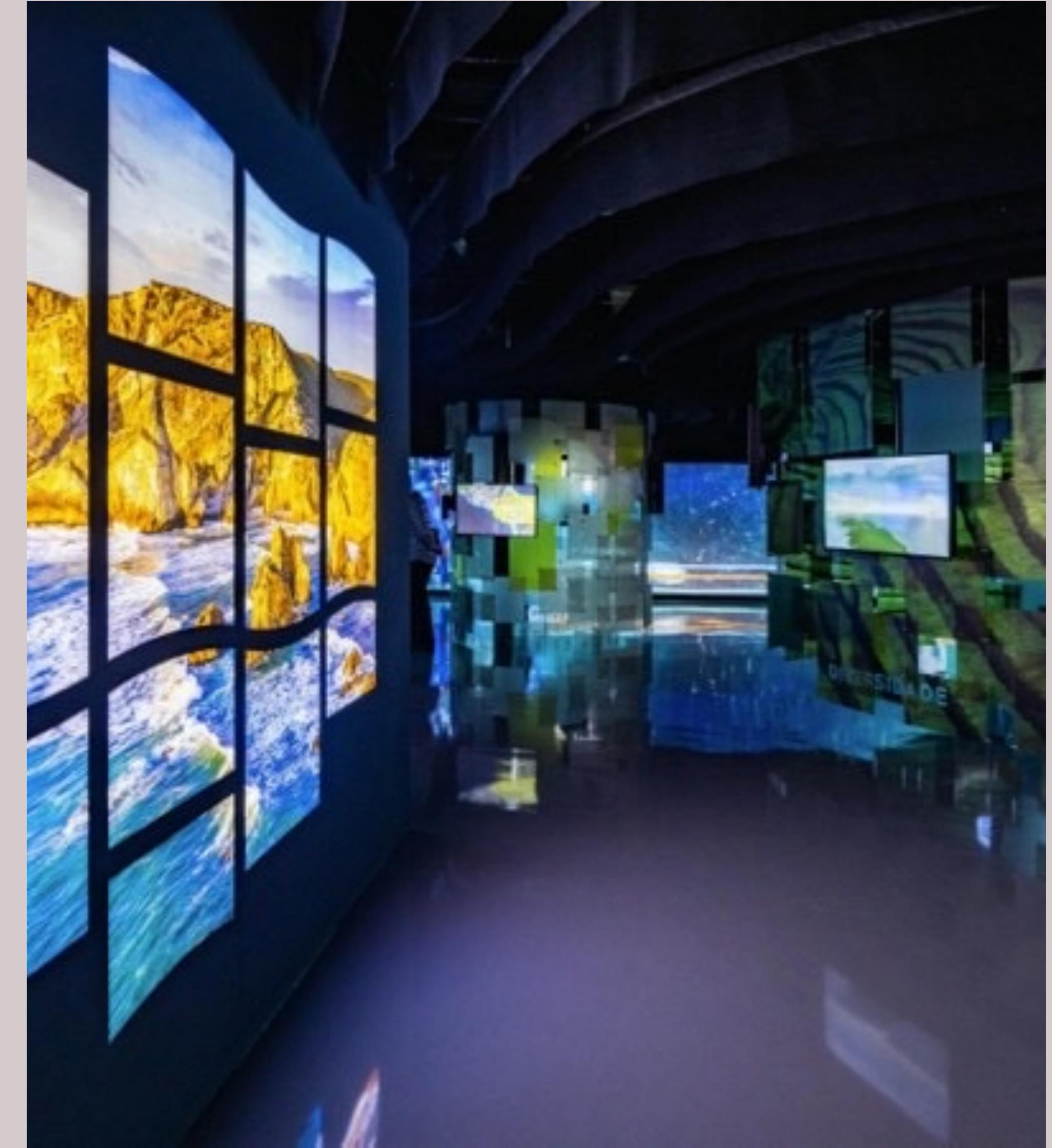
Location: Dubai, United Arab Emirates

Client: Portugal Expo Council

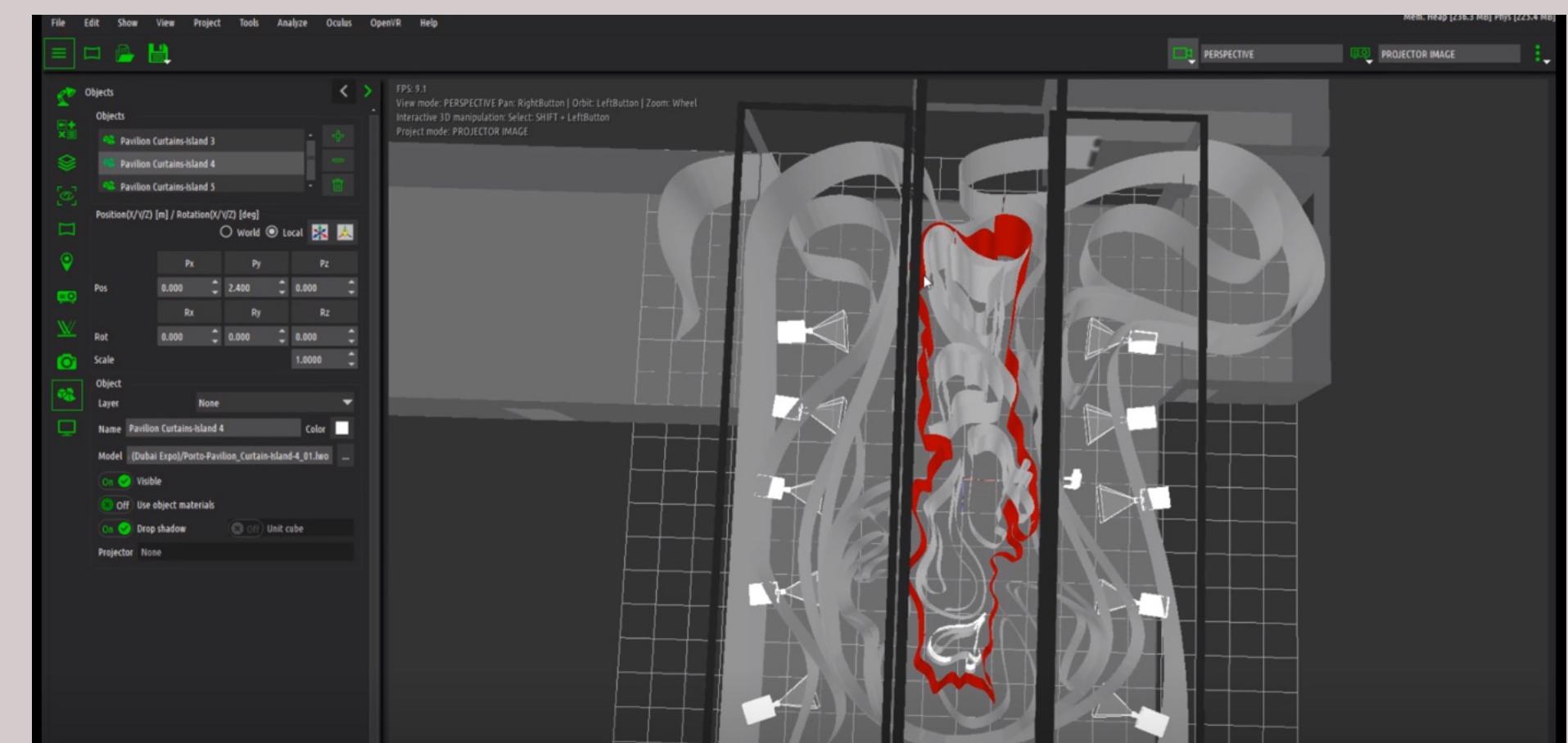
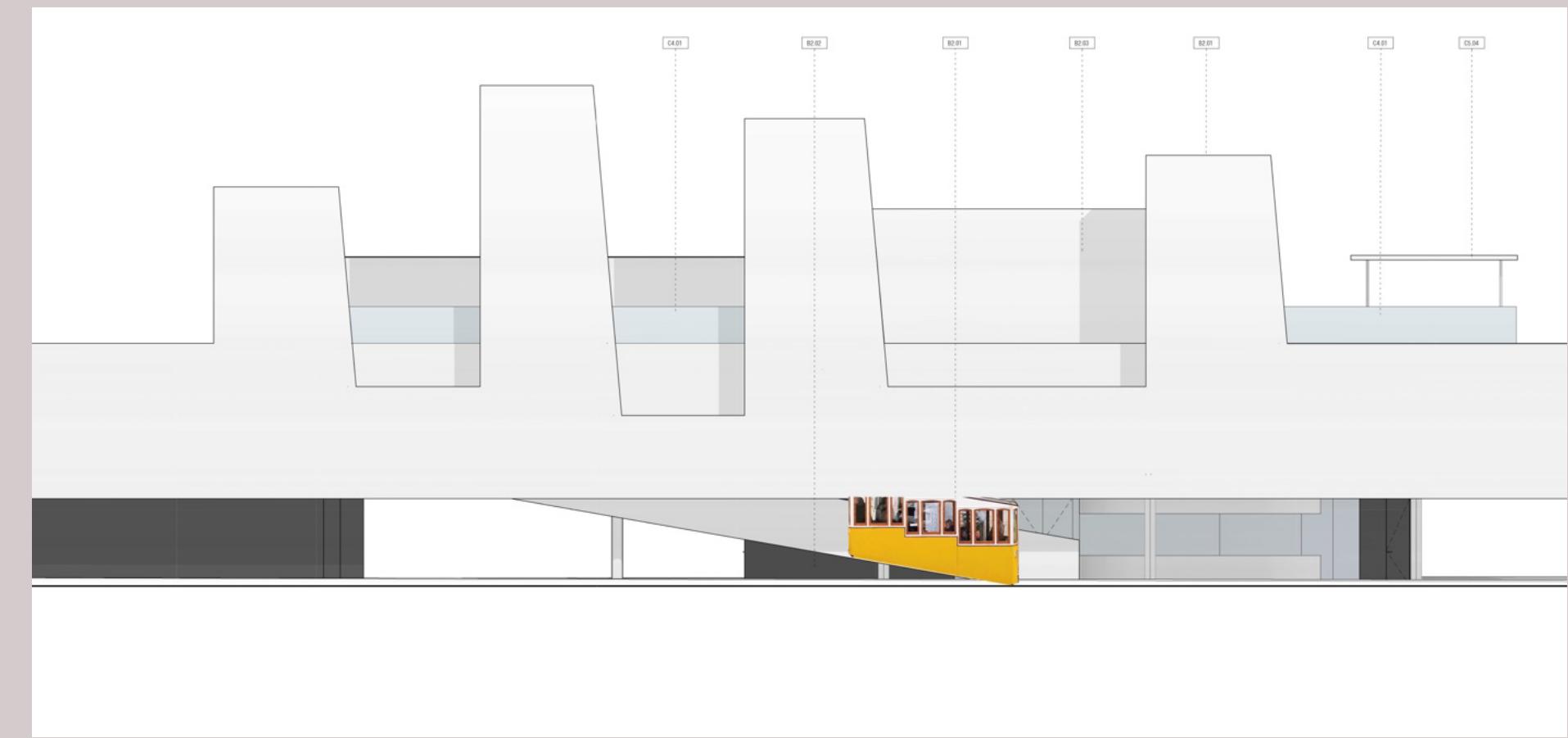
Company: MUSE

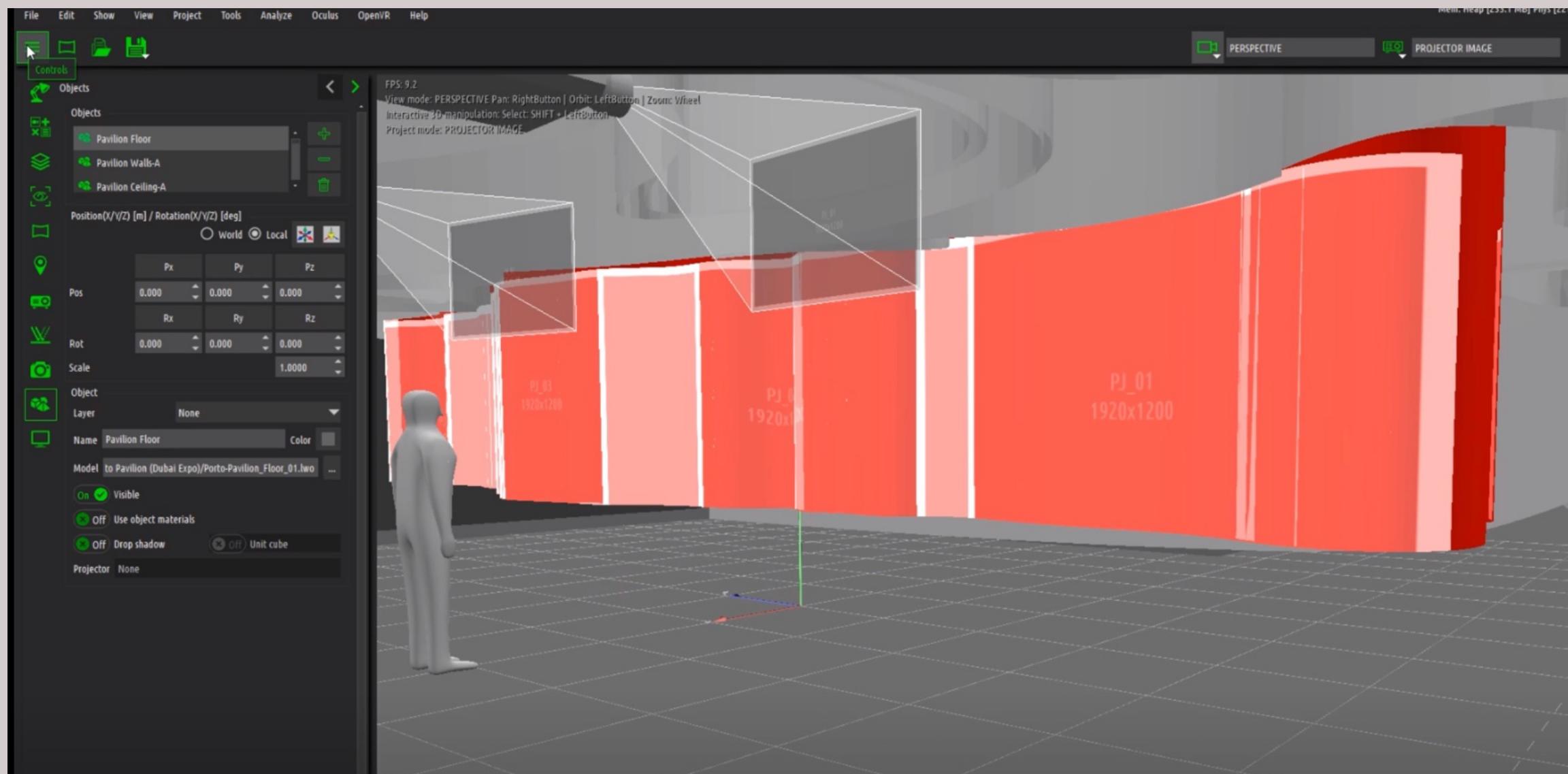
Role: Designer & Creative Director

THE EVENT



THE DESIGN





This project came to Immersive Ltd as a result of my sales efforts when working as their Business Development Director. From a lead I found at a government trade mission to the UAE, I received a Request for Proposal for the interior fit-out of the UAE Pavilion designed by Santiago Calatrava. I hired and led a team of screenwriters, organised client workshops both in Abu Dhabi and London, and collaborated with other directors both in- house and from Atelier Brueckner on design development. We considered every aspect of the experience, such as the visitor flow, a mobile app and how to keep contact with visitors post-visit.



04

Exhibitions



السيرة AL SIRAH

Year: 2024

Location: Medina, Kingdom of Saudi Arabia

Client: Qsas (PIF)

Company: Engage Works

Role: Commercial Strategist

STORIES OF PROPHET MOHAMMED ﷺ TOLD LIKE NEVER BEFORE.

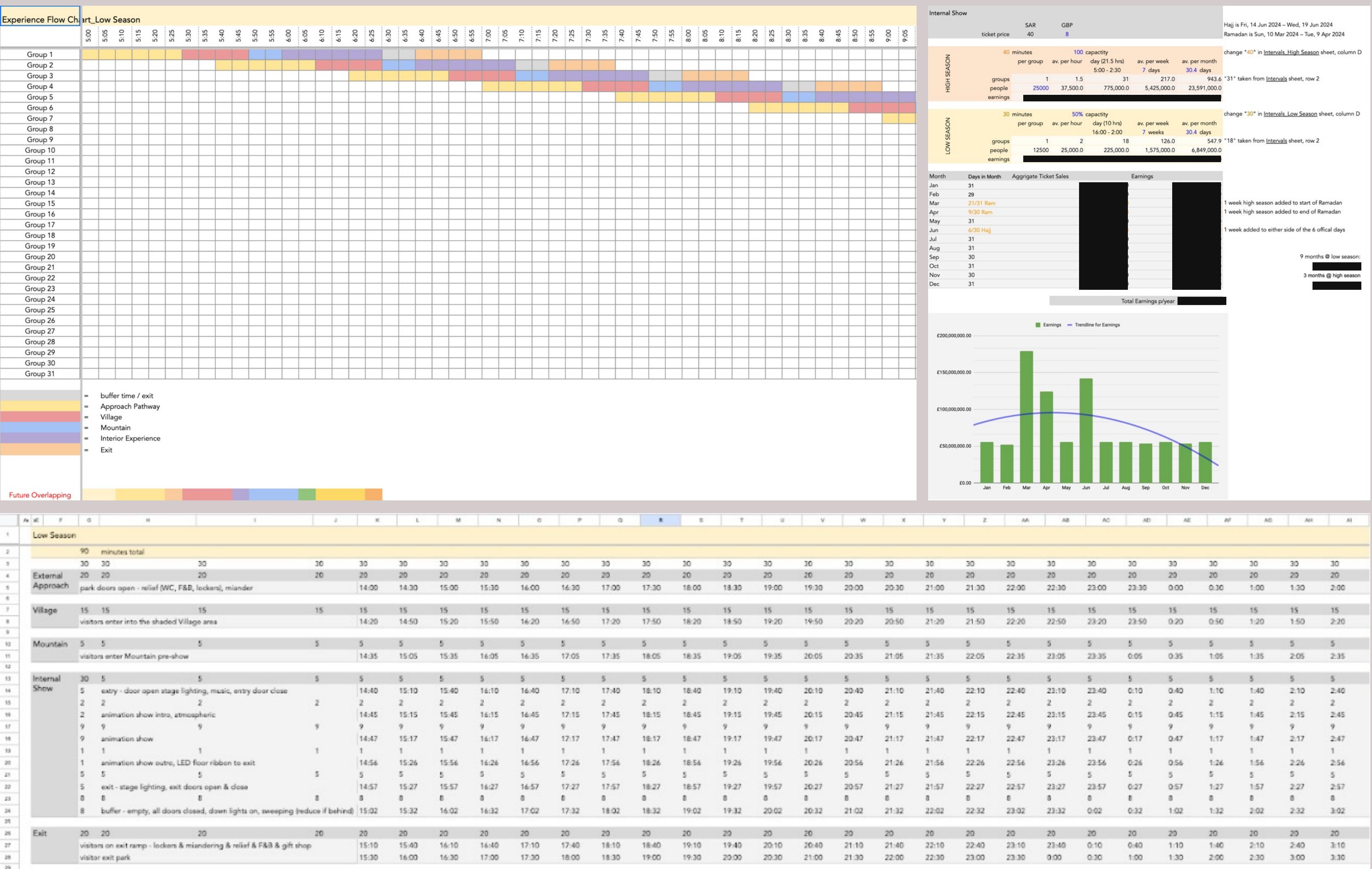
THE EVENT

AlSirah offers immersive experiences that shed light on the life, journey, and lessons of prophet Mohammad (PBUH).



THE STRATEGY

I created formulas to calculate the maximum visitors an event space can hold and the revenue it could generate daily, weekly, monthly, and yearly. This helped the company gauge initial investment and recoupment time. I also forecasted revenue by determining how many visitor groups could complete the experience daily, optimizing chapter lengths for efficiency.



05

Activations



IWC SCHAFFHAUSEN

Year: 2017

Location: Zurich, Switzerland

Client: IWC Watches

Company: Immersive International

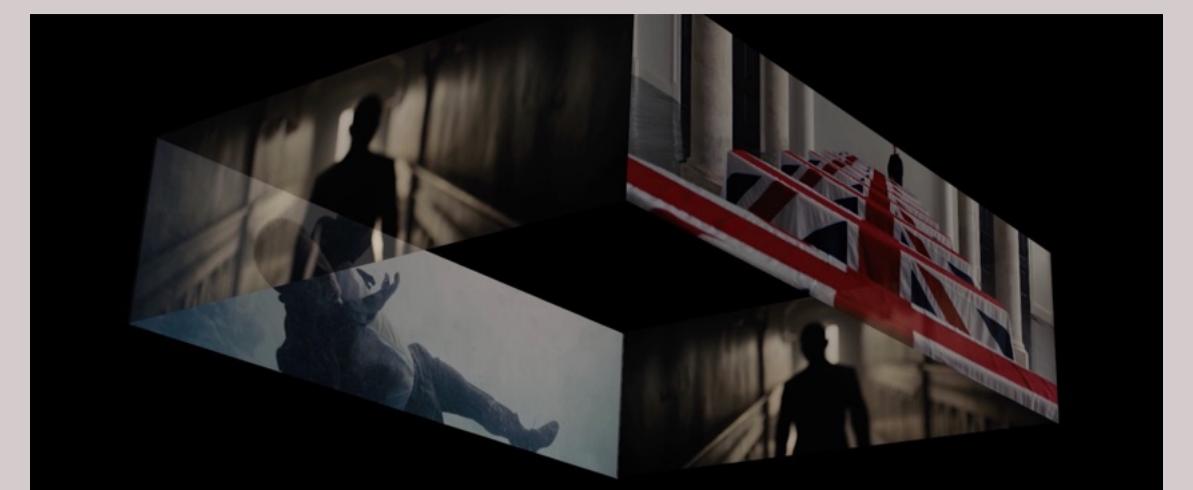
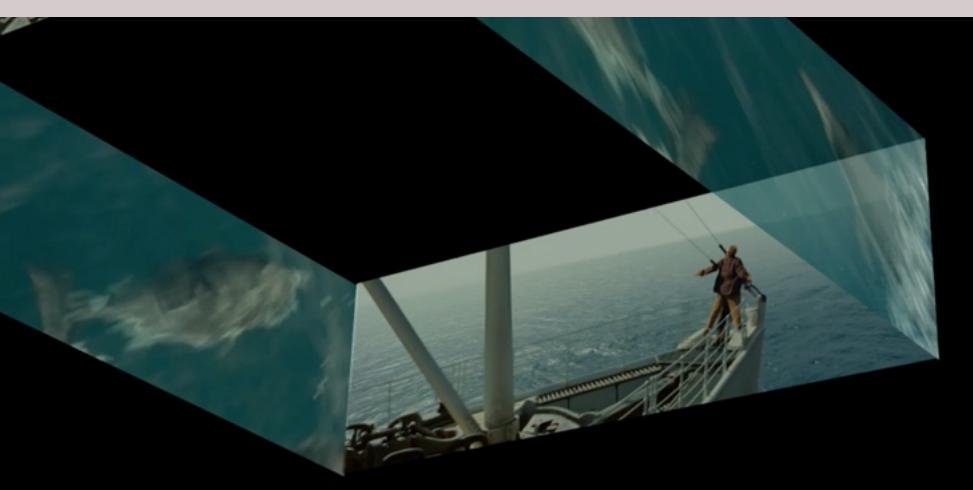
Role: Designer & Creative Director



Zurich Film Festival IWC Awards Gala

THE EVENT

I directed this 4 hour, star-studded, gala dinner. It included 4, 5 minute crescendos where famous films were featured on the walls while an orchestra performed the film's musical score. In the remaining time, custom animations featuring their hashtag and other famous scenes in slow motion.



IWC SCHAFFHAUSEN

Year: 2016

Location: Zurich, Switzerland

Client: IWC Watches

Company: Immersive International

Role: Senior Creative



THE EVENT

Through my contacts, I brought this project to Immersive Ltd as Business Development Director. The result featured fluid FX systems, particle disintegration FX, and kaleidoscopic visions of Renaissance architecture for the DaVinci collection. I organized the hologram testing at PRG, consulted on art direction.

**3D Animation and VFX
for a 360-degree
projection concert
and dinner experience,
and an after-dinner
choreographed
holographic stage show.**





Year: 2018

Location: Munich, Germany

Client: BMW

Company: Immersive International

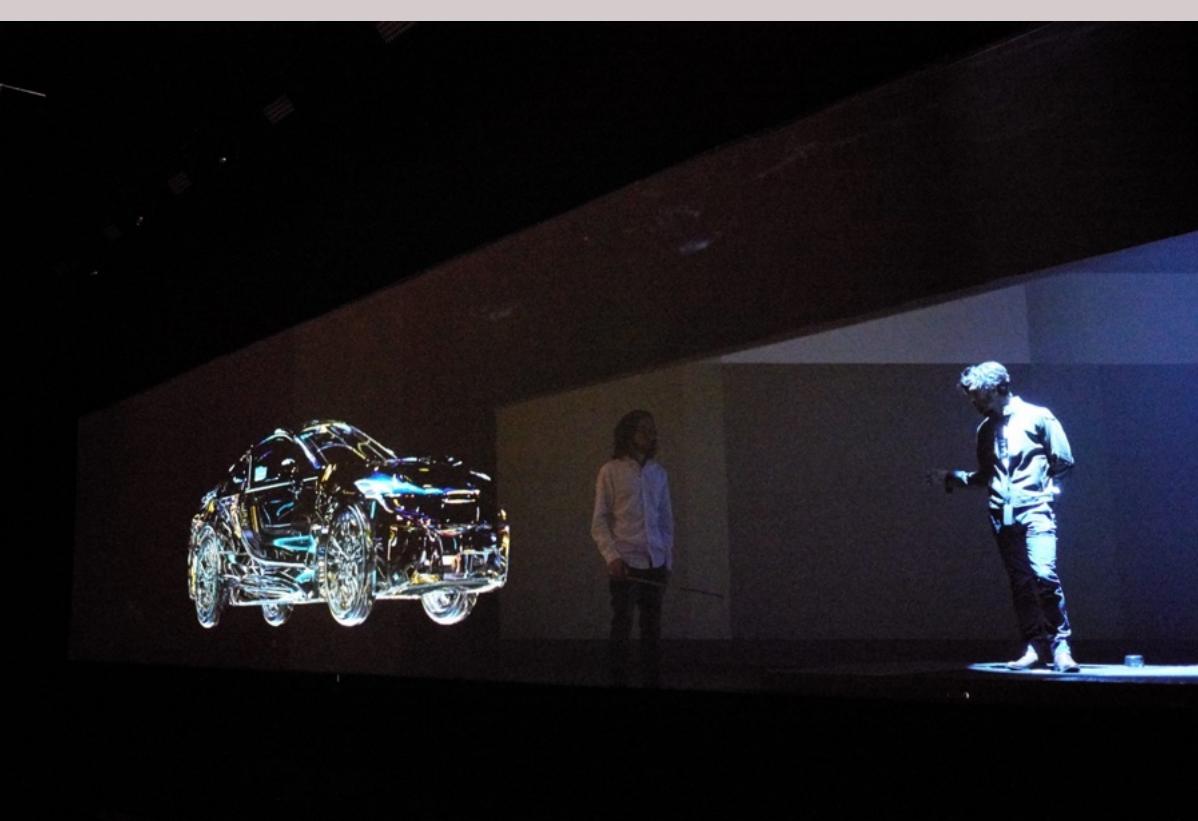
Role: Creative Producer



THE EVENT

Through my contacts, I brought this project to Immersive Ltd as Business Development Director. The BMW hologram race was a live, on-stage event at a gala dinner unveiling the iVision Dynamics. Using hologram technology, timecoded stage carts, and 360 sound, the concept car raced the i8 Roadster before 300 top global BMW dealers and CEOs.

**3D Animation and VFX for
a choreographed holographic
car race in the BMW
headquarter's Welt auditorium.**



06

Interiors



COMCAST NBCUNIVERSAL

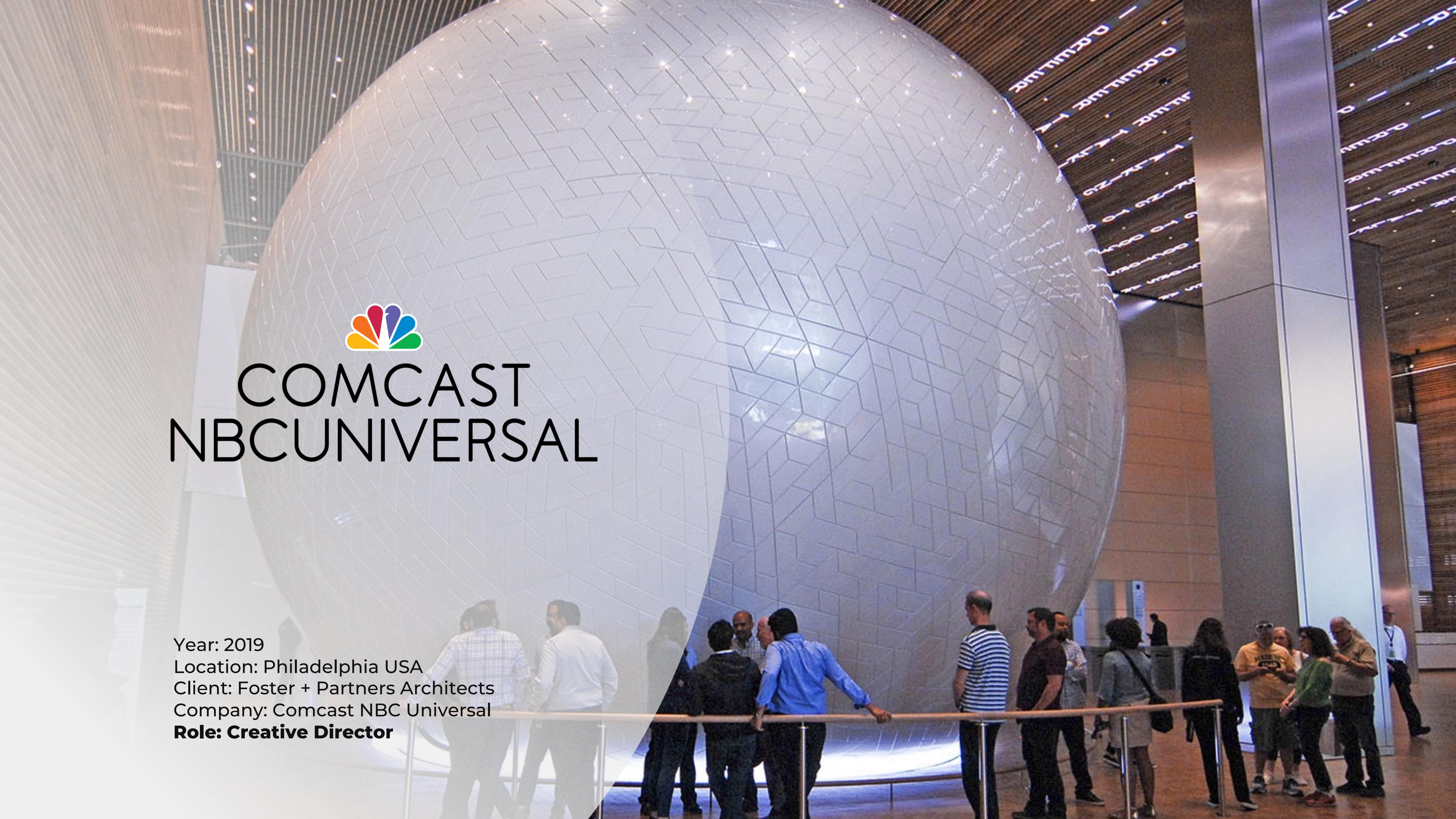
Year: 2019

Location: Philadelphia USA

Client: Foster + Partners Architects

Company: Comcast NBC Universal

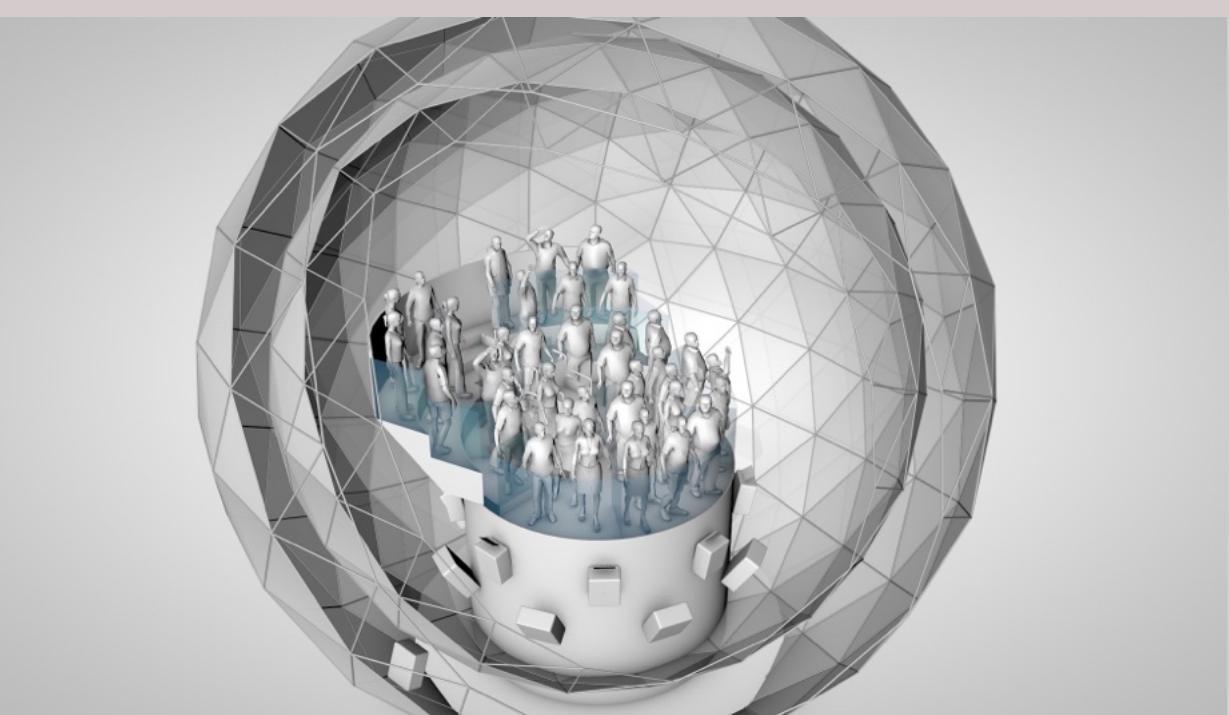
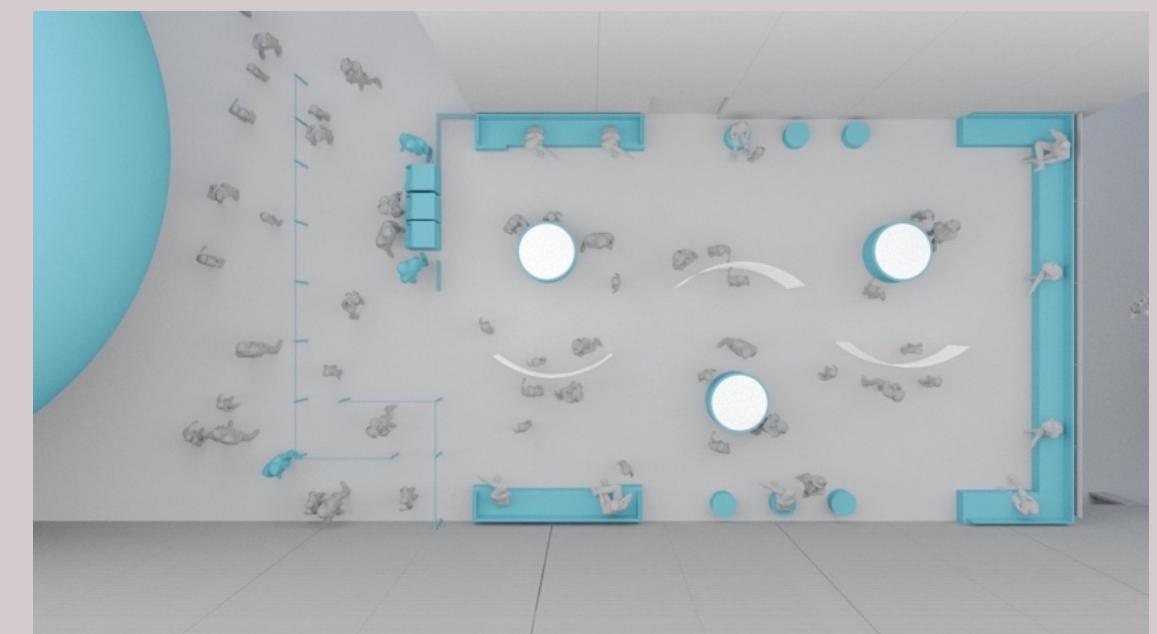
Role: Creative Director

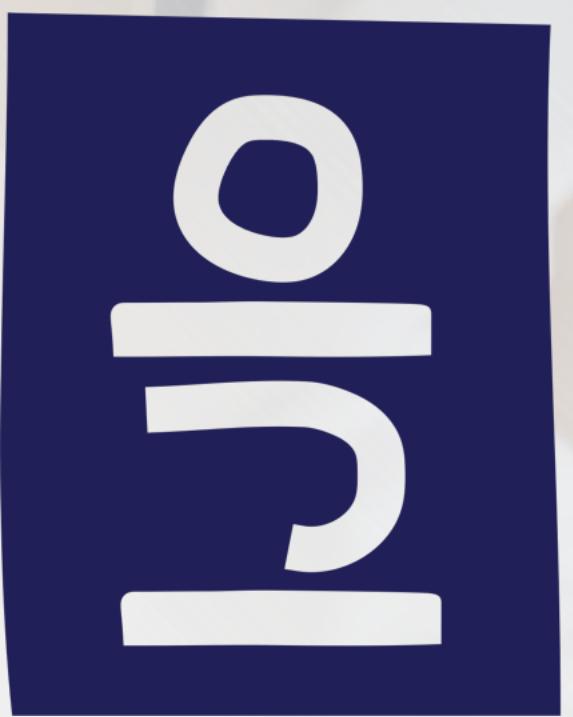




THE EVENT

I brought this project to Immersive Ltd as Business Development Director. Norman Foster designed the new Comcast HQ, the tallest building in Philly. CEO Brian Roberts sought a cutting-edge recreation to inspire workers and showcase innovation. Executive-produced by Steven Spielberg with DreamWorks, I led client workshops traveling between L.A. and Philly. Beyond design development, I contributed scripts, themes, and branding.





Abu Dhabi
Early
Childhood
Authority

Year: 2024

Location: Abu Dhabi, United Arab Emirates

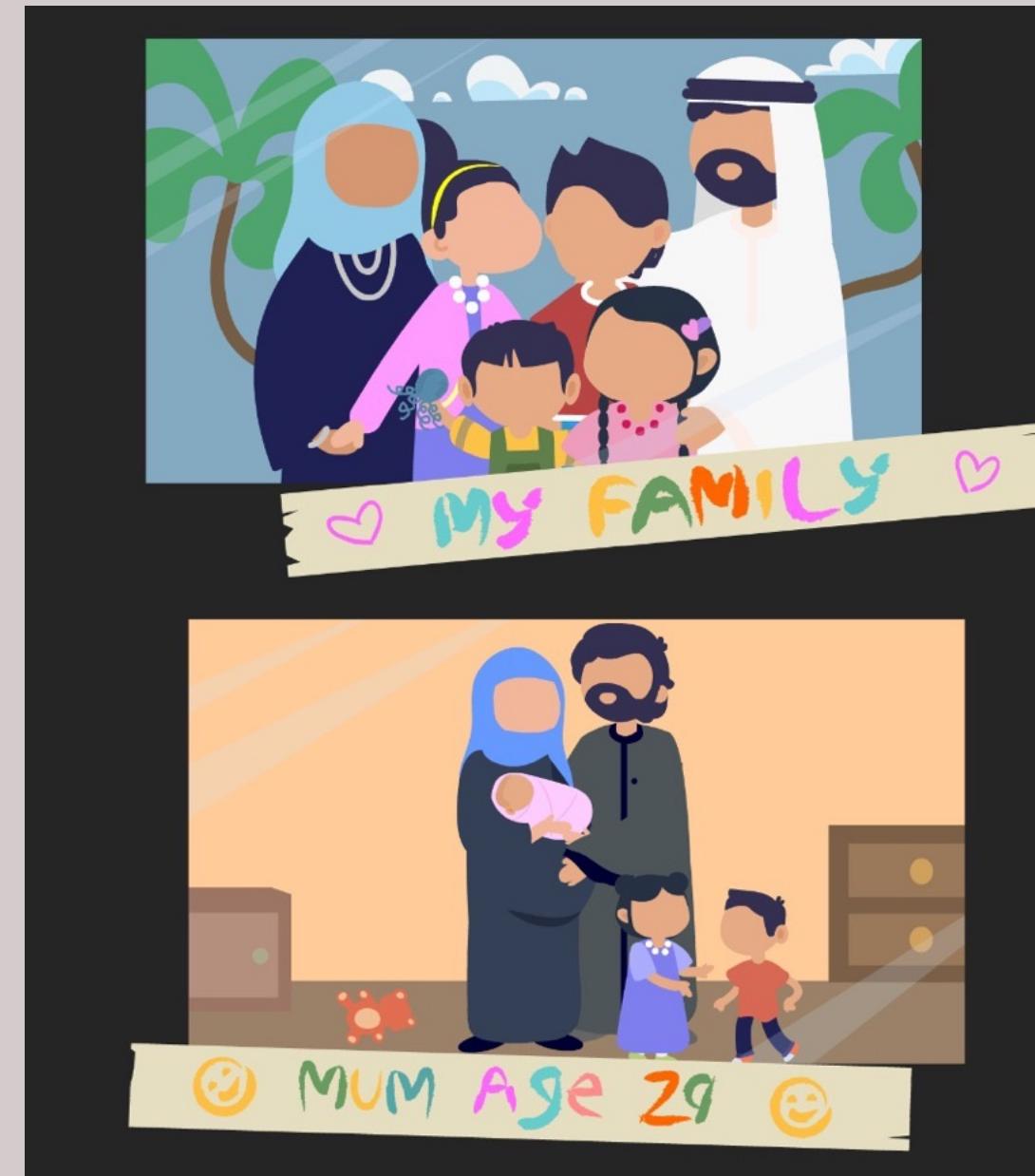
Client: Early Childhood Authority

Company: Engage Works

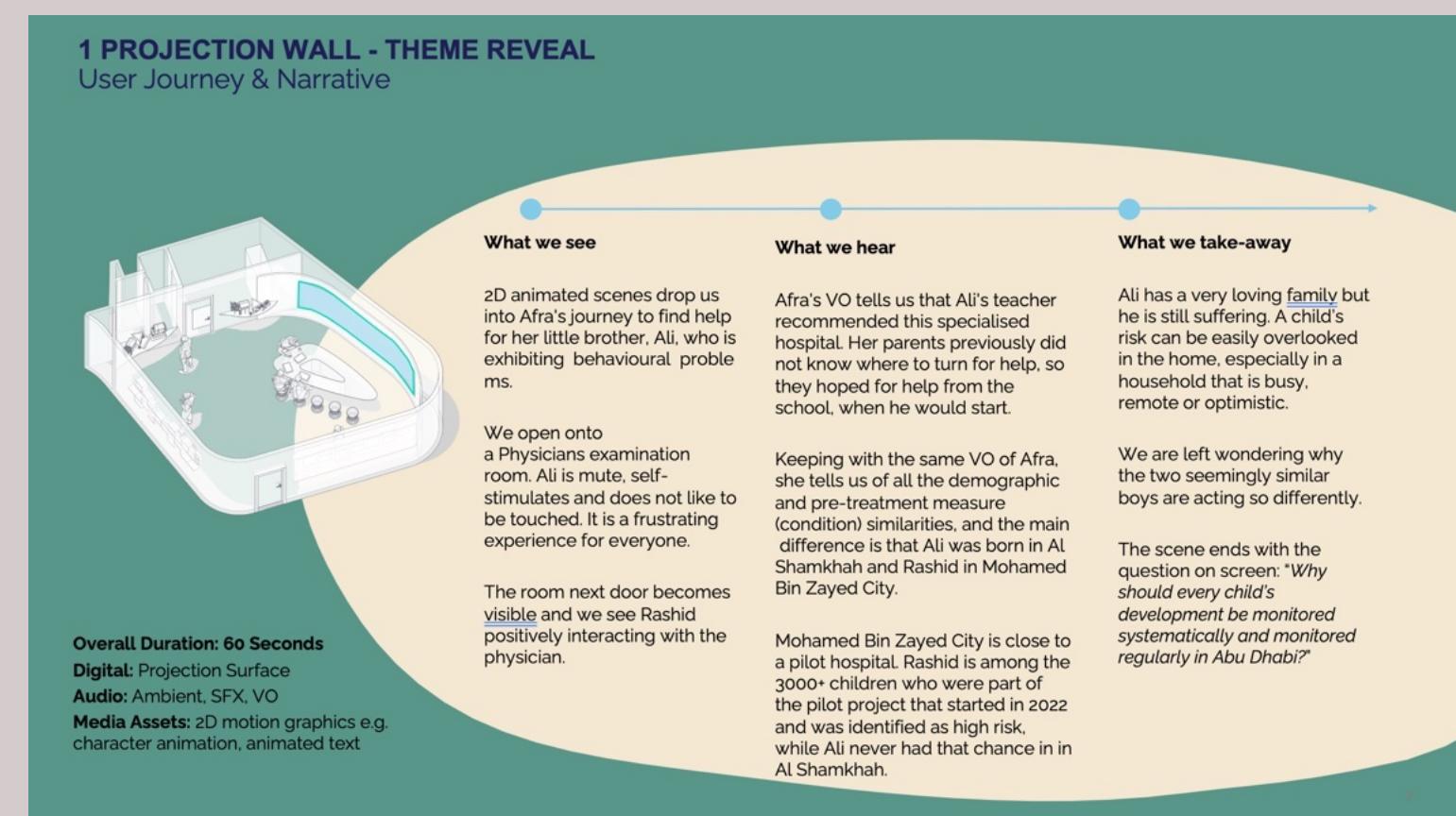
Role: Creative Strategist



THE EVENT



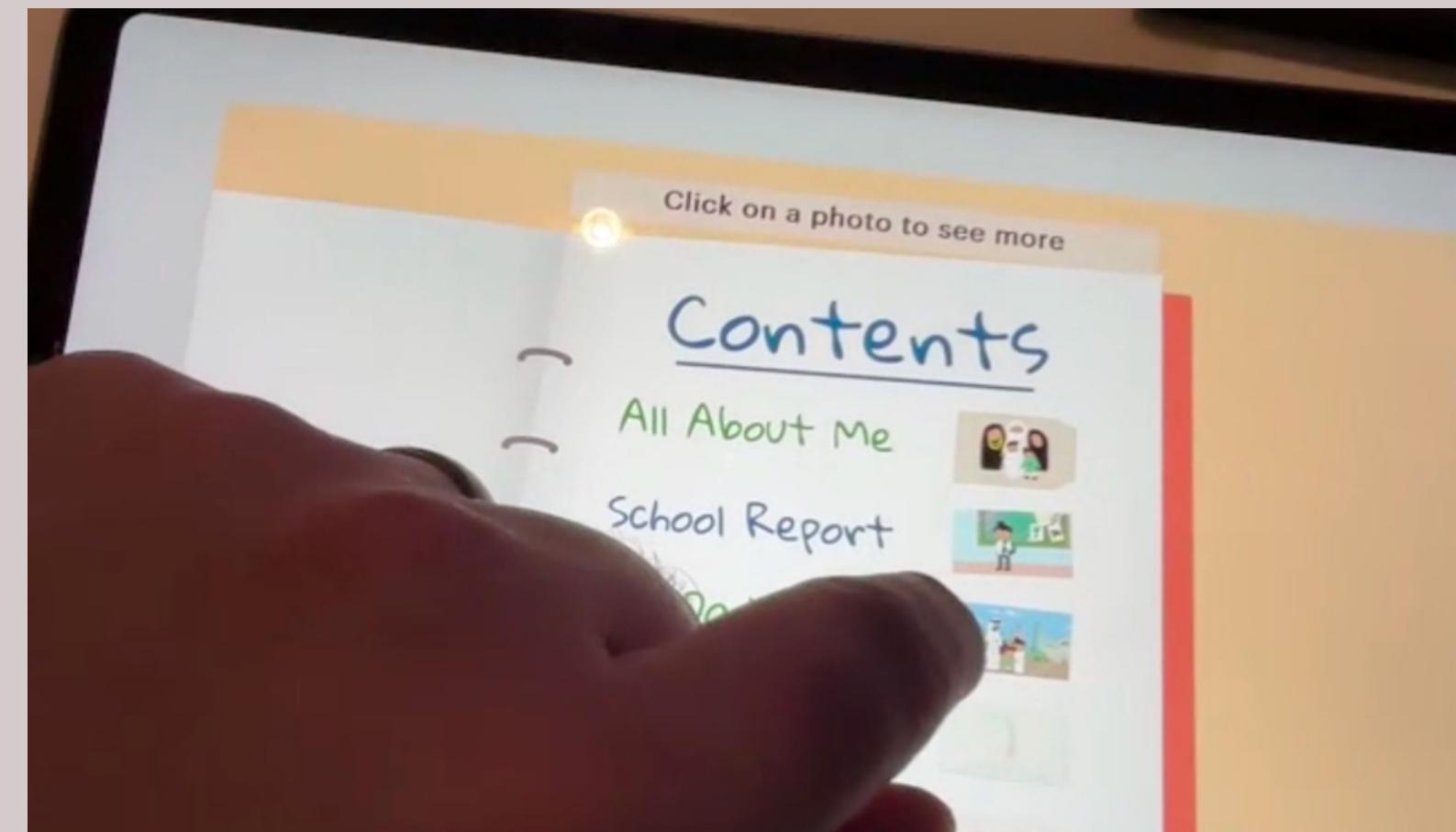
THE DESIGN



Narrative Strategy - Journey Overview

"Why should every child's development be monitored systematically and monitored regularly in Abu Dhabi?"

TOUCH-POINTS	PROJECTION	IPAD	AR	ARTIFACT	MM	TABLE	PROJECTION
	60-90 seconds	3x Moments	3x Scenes		10x 15 second	4 minutes	Still animated image
	1. WHAT is the issue?	2. WHO is affected?	3. WHY is it a problem?	4. WHEN can we help?	5. HOW can we help?	6. WHERE can we help?	7. INVITE to help.
TOPIC	THEME REVEAL	CHILD REVEAL	THE CHILD'S LIFE	THE CHILD'S BRAIN	THE CHALLENGES	ABU DHABI	CALL TO ACTION
HOW IT ANSWERS THE QUESTION	An emotive story highlights Abu Dhabi is not immune to having CoD, and sets the stage to present the benefits of early intervention for every child.	By showing us two very similar and loving families, we are set up to learn that some are not always able to appropriately address the problems.	The outcome of raising a CoD can vary greatly between families with children of similar disability. Showcase the wider challenges faced, from home to at school and the hospital.	This is designed to concisely highlight that the outcomes are irreversible.	Interactively allowing the guest to investigate the current cultural and healthcare practices can prevent a child from receiving appropriate care.	An in depth investigation into the data. We do not yet know precisely which districts need government assistance the most. All should be treated equally.	Mandatory systems already in place, and work, making actioning a systematic and regular screening possible.
MESSAGE	A child's risk can be easily overlooked in the home, especially in a household that is busy, remote, optimistic, etc. "Why should every child's development be monitored systematically and monitored regularly in Abu Dhabi?"	We understand that the child is part of a wider family, who will all be affected. Some families struggle to tap into screening and post-diagnosis care for simple reasons, like their location.	Early identification and treatment is the best way forward. A negative outcome is a negative effect on society.	Neuro-Plasticity of the brain is at its peak during childhood, early intervention is critical.	Surprising statistics that prevent a child from receiving appropriate care.	Current data shows geolocation trends but without mandatory screening, the insights could be misleading trends	"Data indicates that child developmental screening works! It's time to make it a norm for every child"





I developed the creative narrative for the 5 station immersive experience within the Early Childhood Authority lab, which the ECA uses to immerse VIP guests, such as leaders from UNICEF, through the unique data the organization has collected as a way of increasing the impact of the findings and the organization's objectives.





VIP

Year: 2020

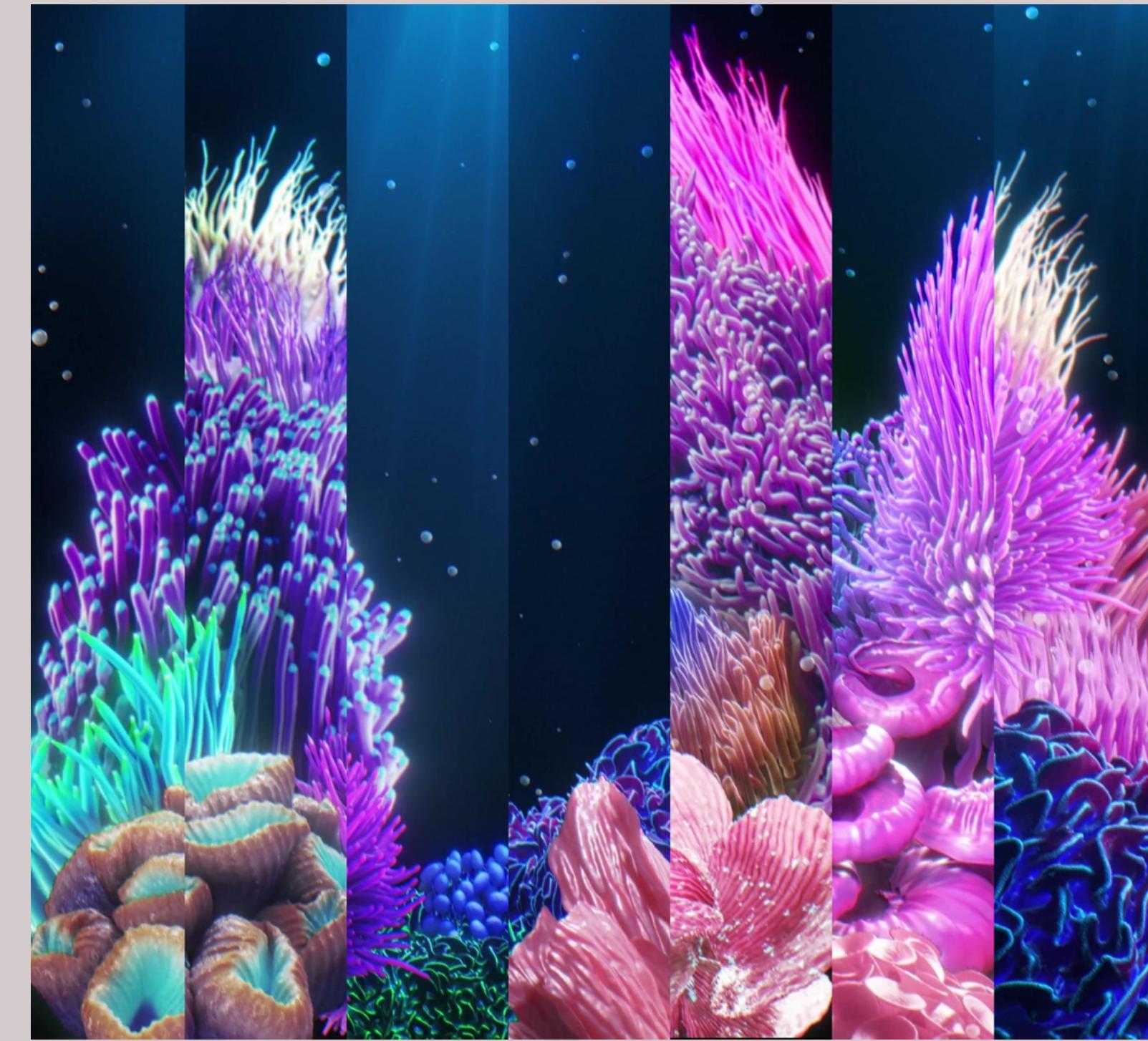
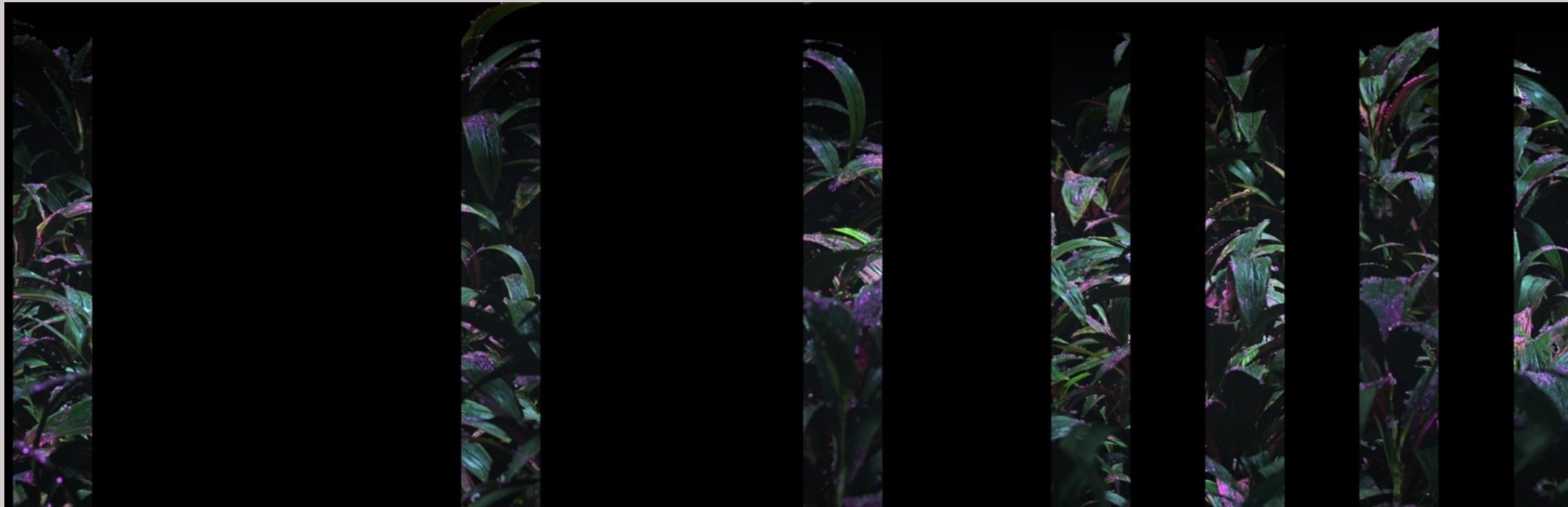
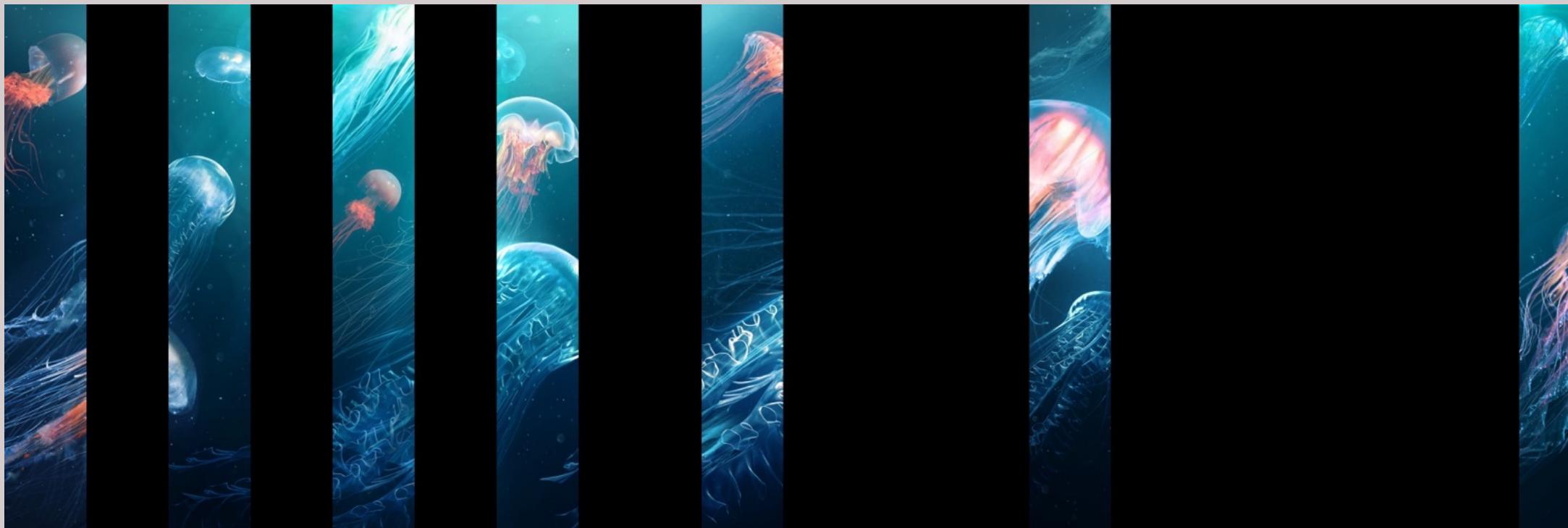
Location: Undisclosed

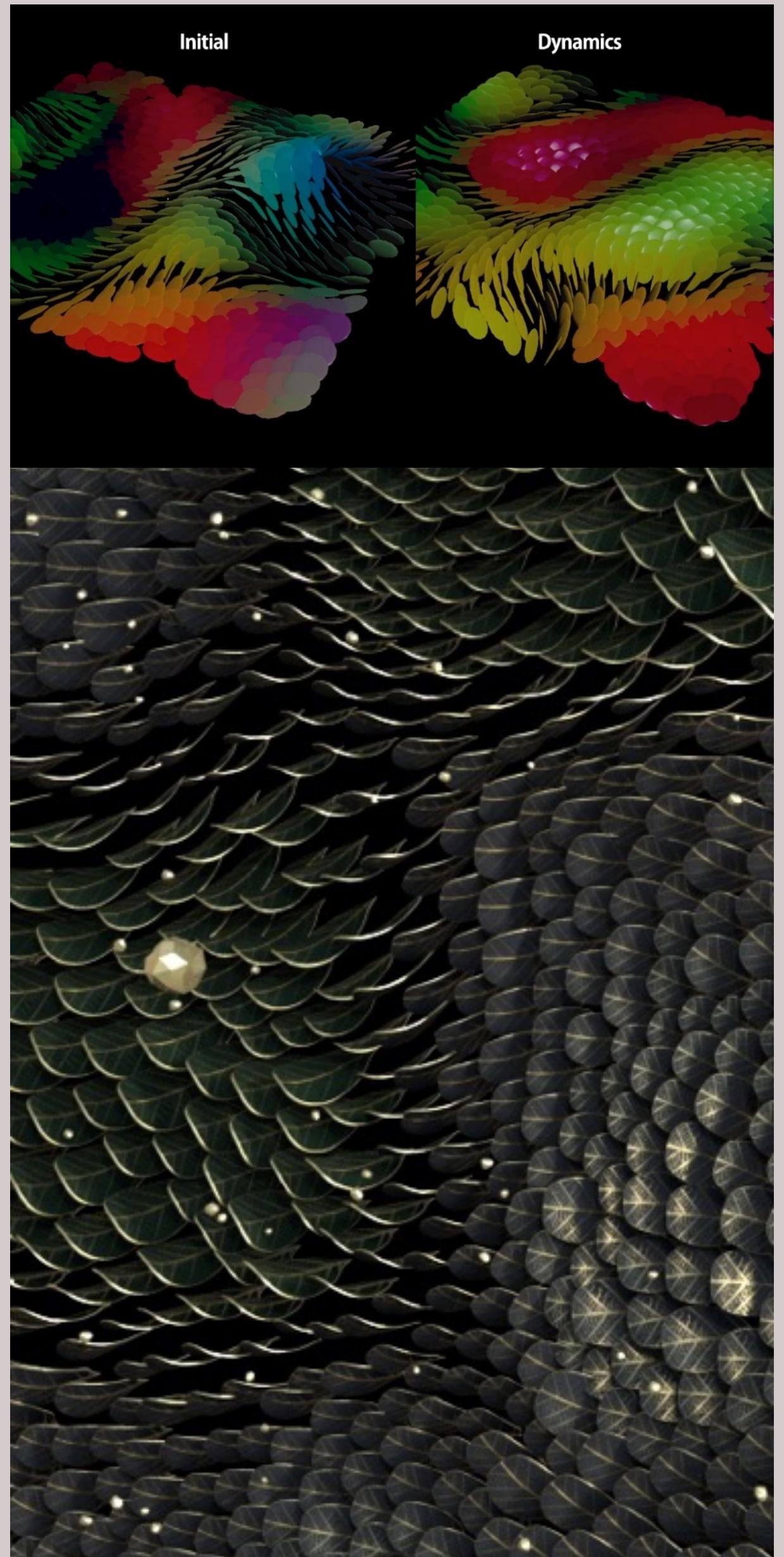
Client: Private

Role: Creative Director & Producer

360 VIDEO WALLS

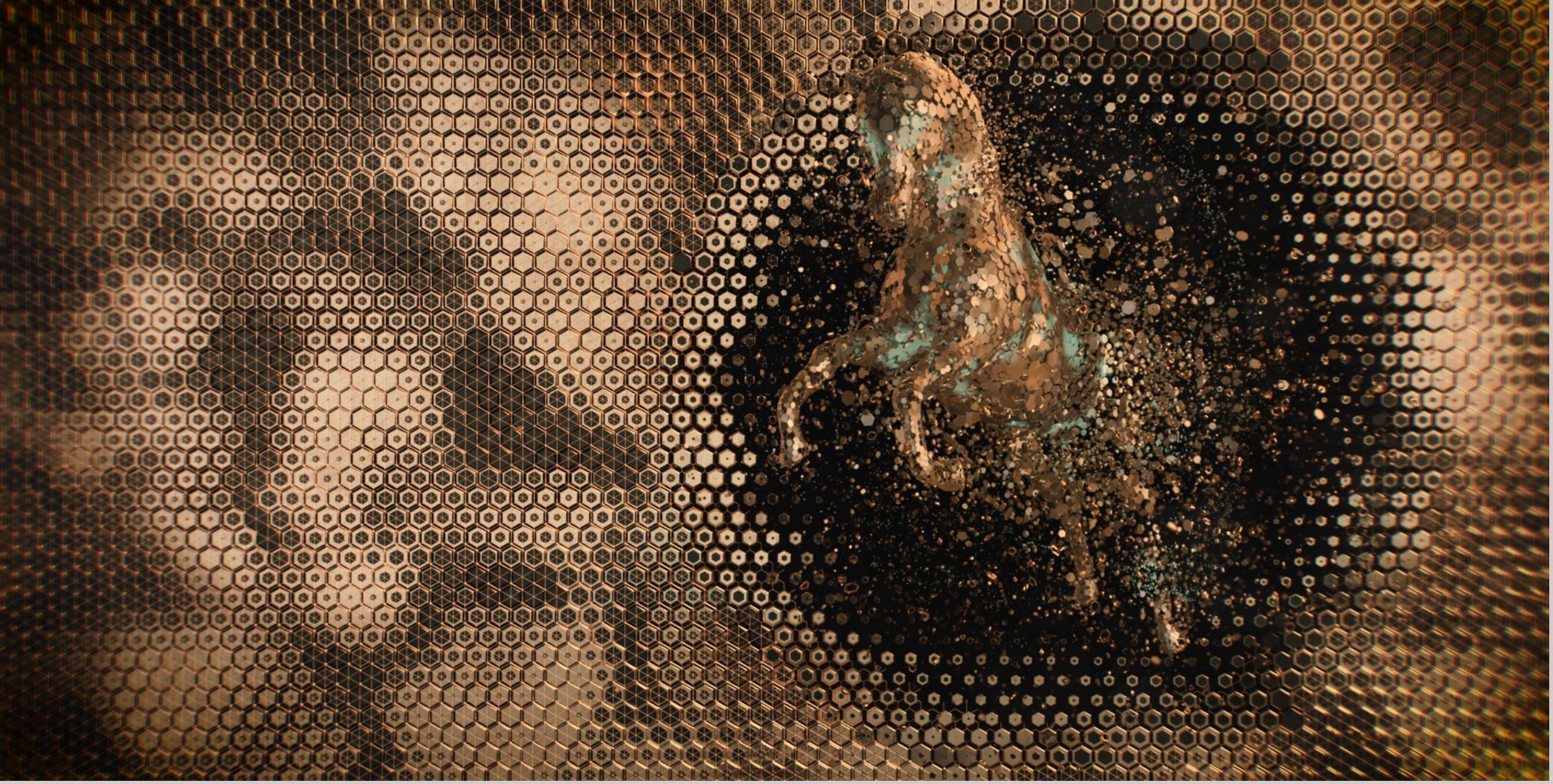
Several rooms in an ultra-luxurious private property contained LED panels spotted around the rooms in various configurations. I directed and produced 42 seamless and infinitely looping animations of landscapes, sea life, outer space and mesmerizing abstract patterns to fully immerse guests in different and wonderful environments controlled by a tablet.

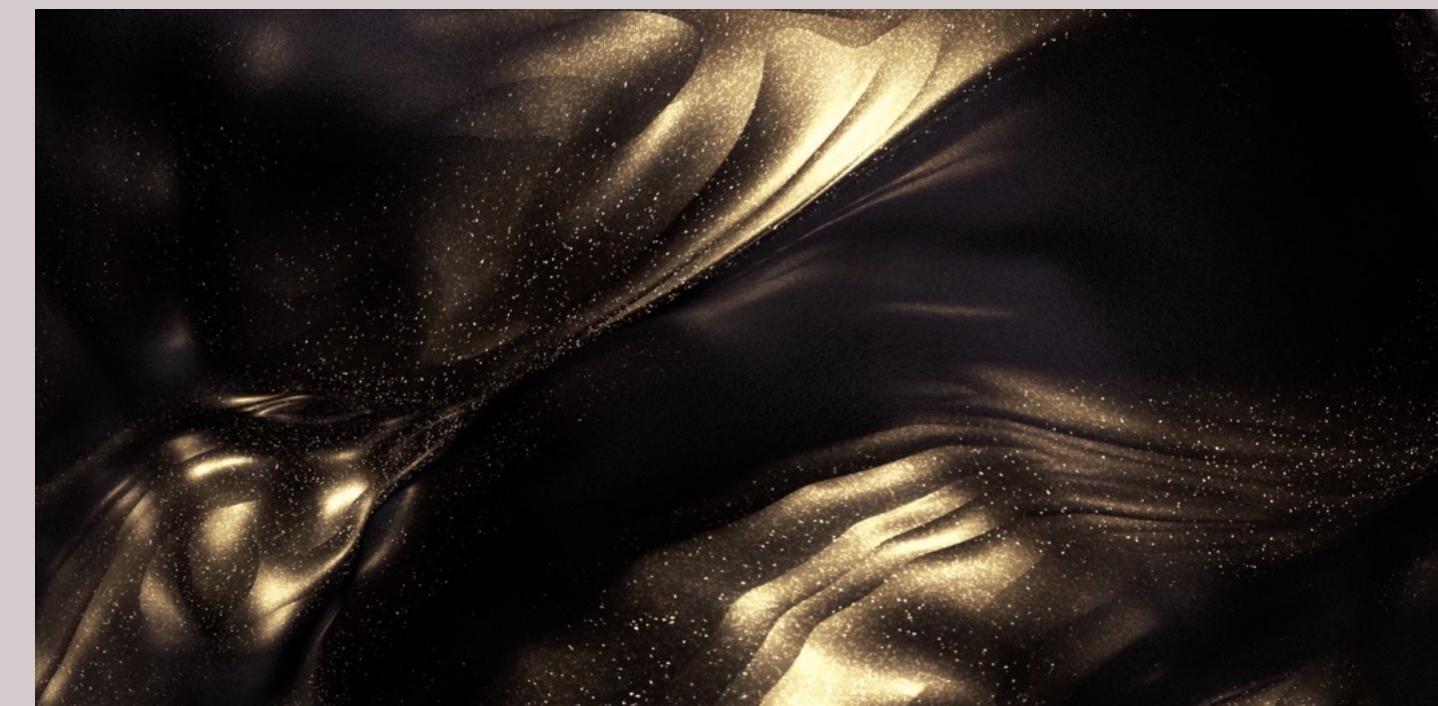
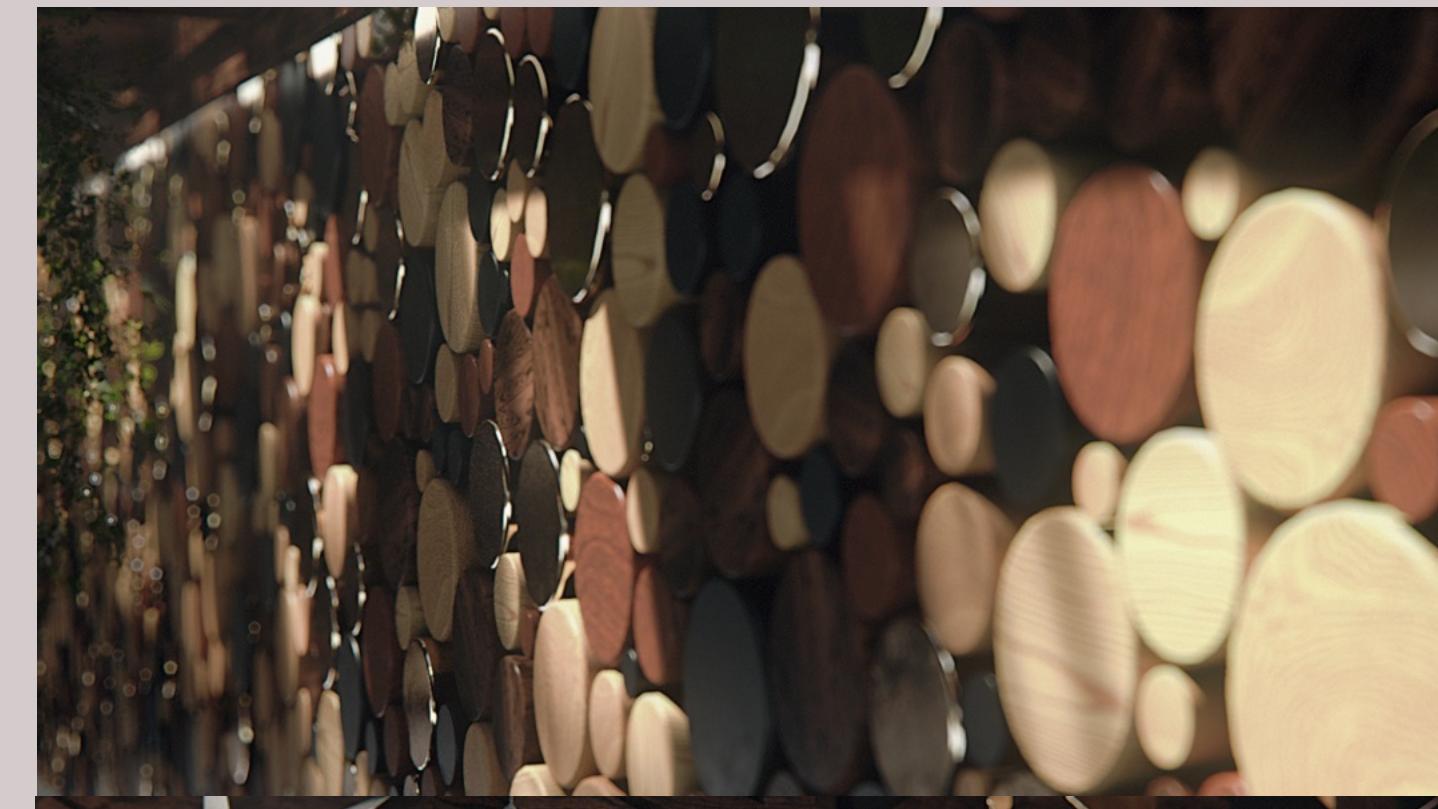
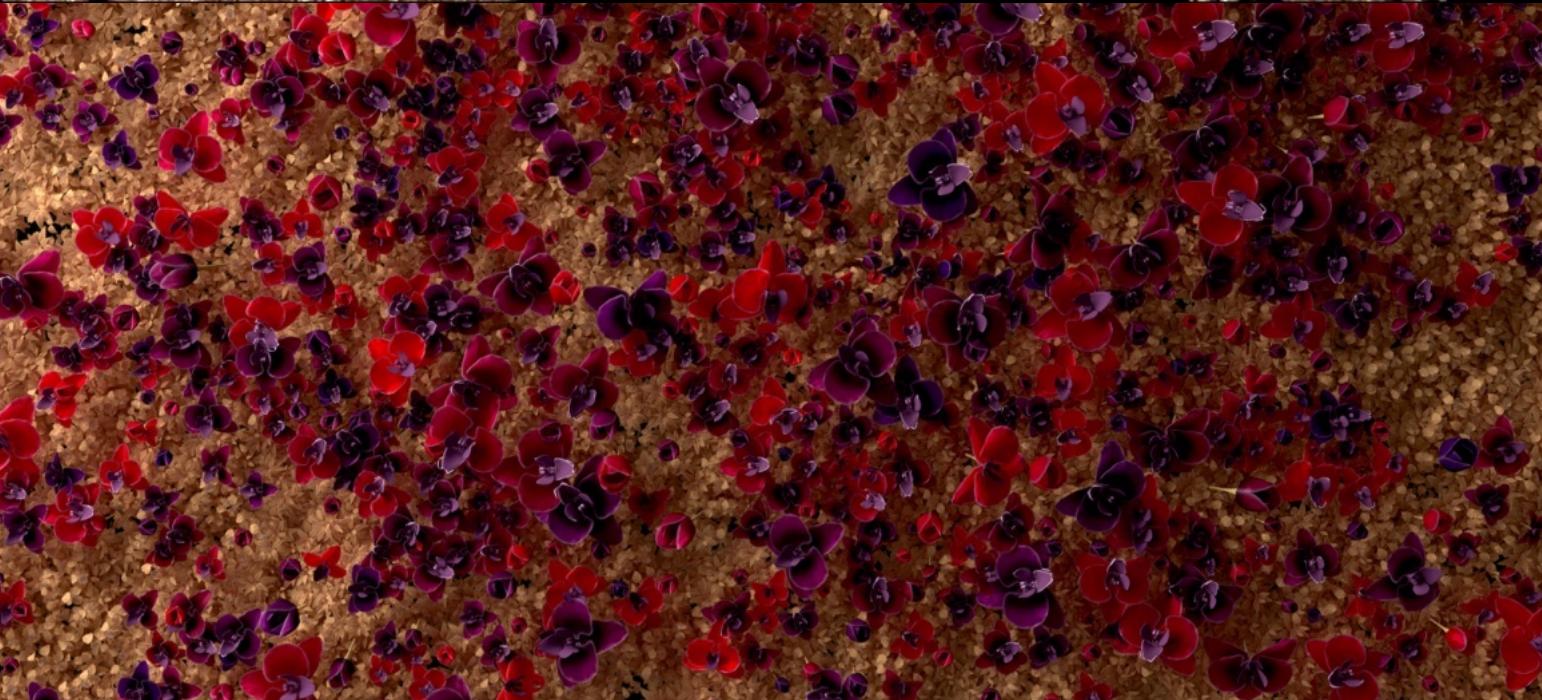
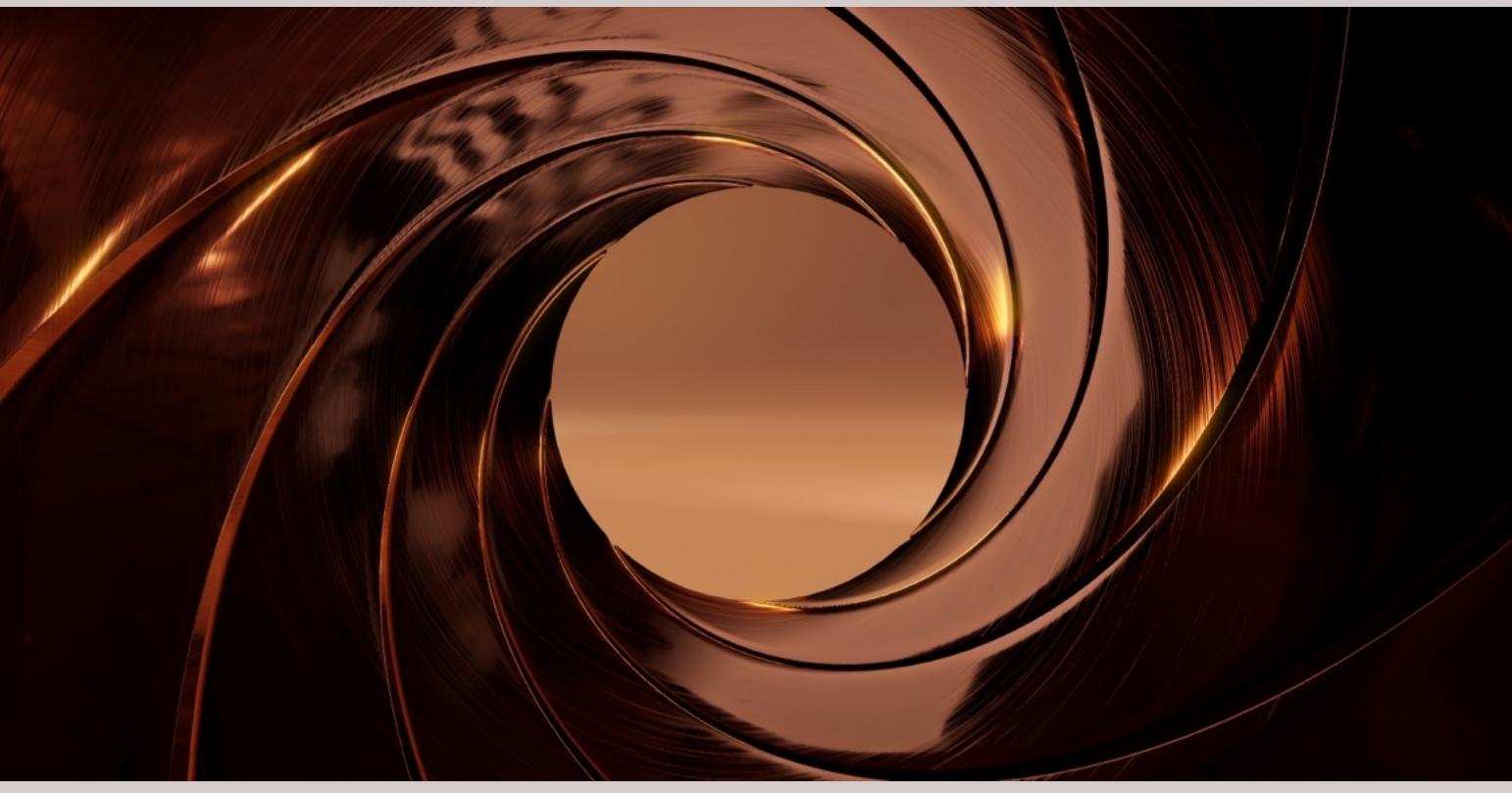
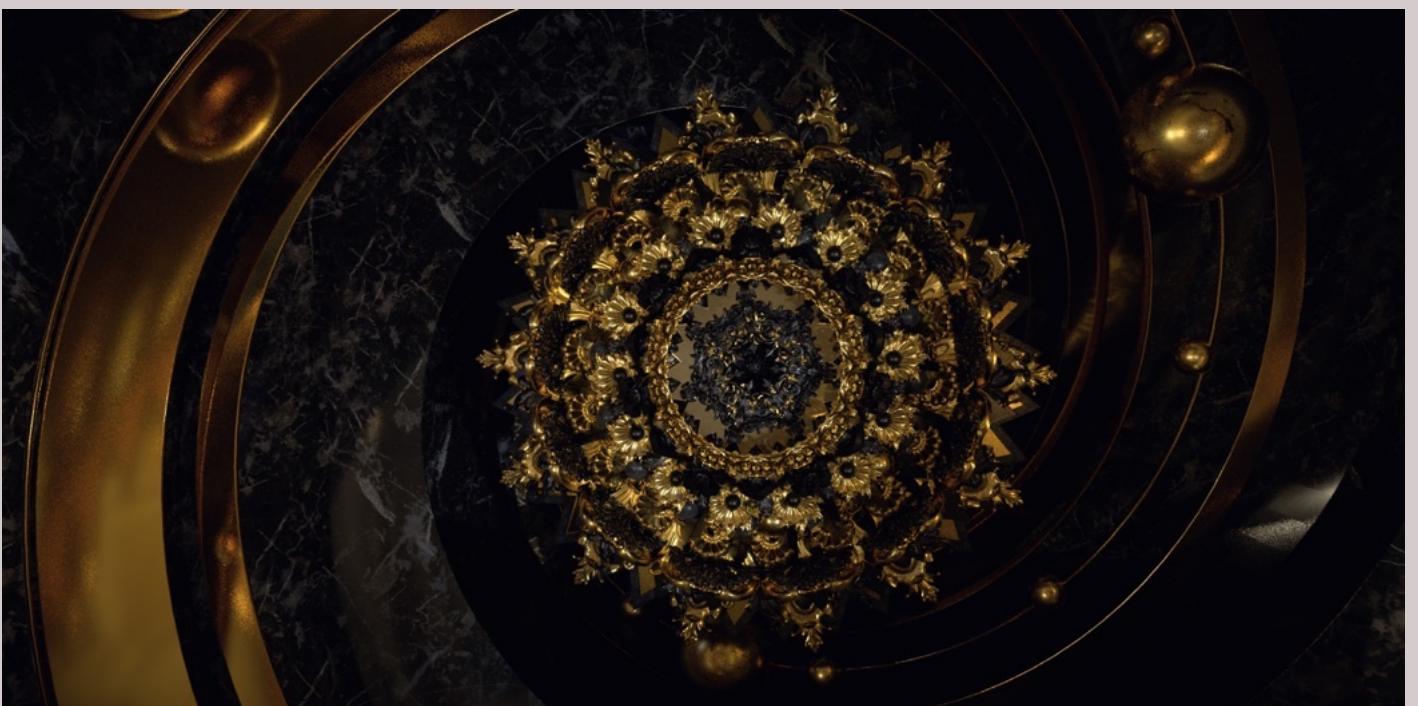
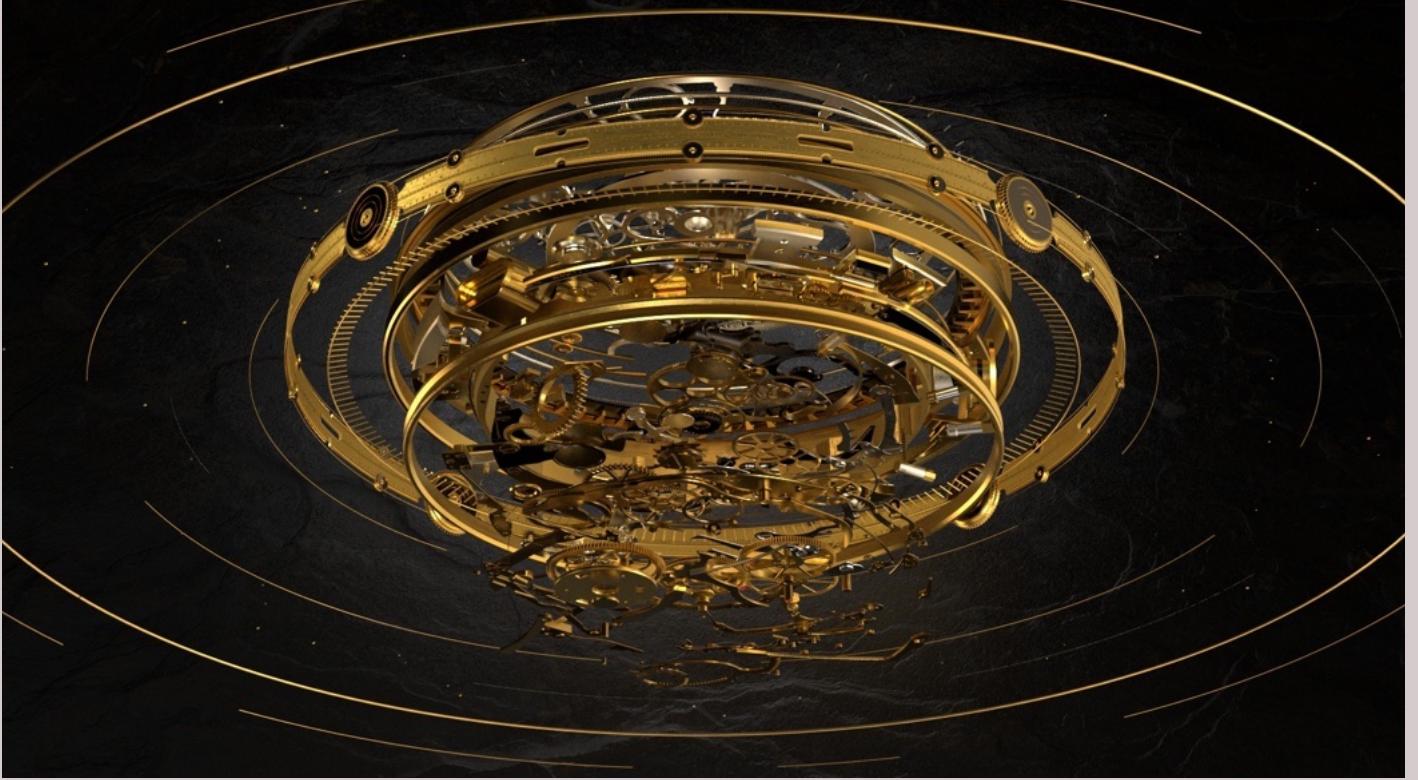




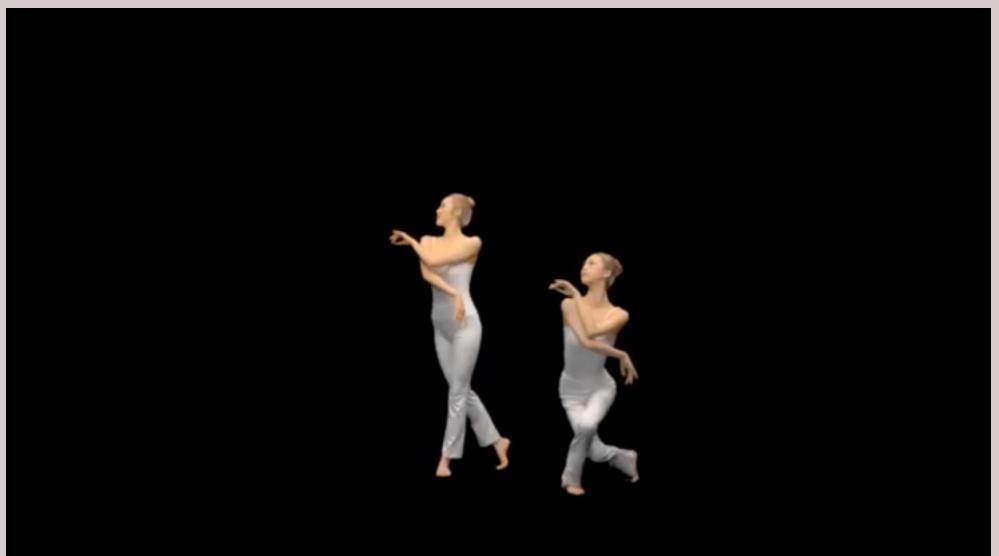
**Modern,
elegant
and
satisfying
design.**

Animations of shapes breathing, falling, swaying in dynamic movements in slow motion required cutting edge animation software.



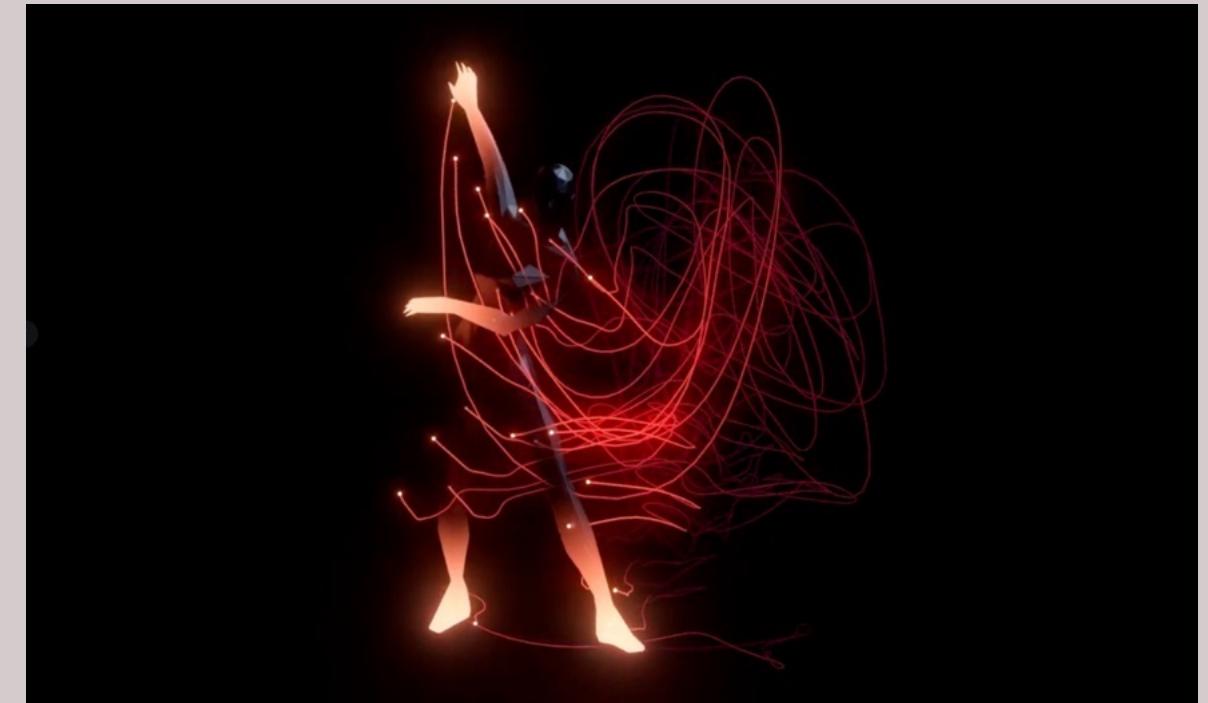


HOLOGRAM DANCER

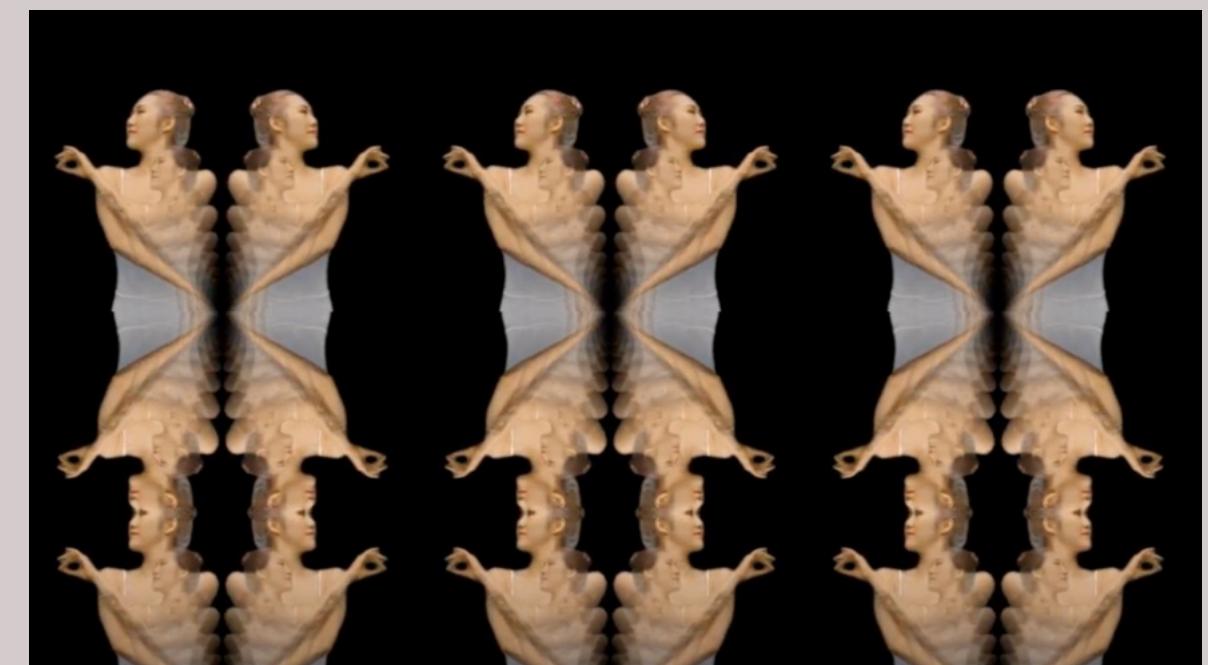


We green screened professional Chinese modern dancers in Shanghai, then used that footage to create content for a hologram (pepper's ghost) installation that was the main feature of the client's entertainment space.

**MOTION
CAPTURE
3D ANIMATION**

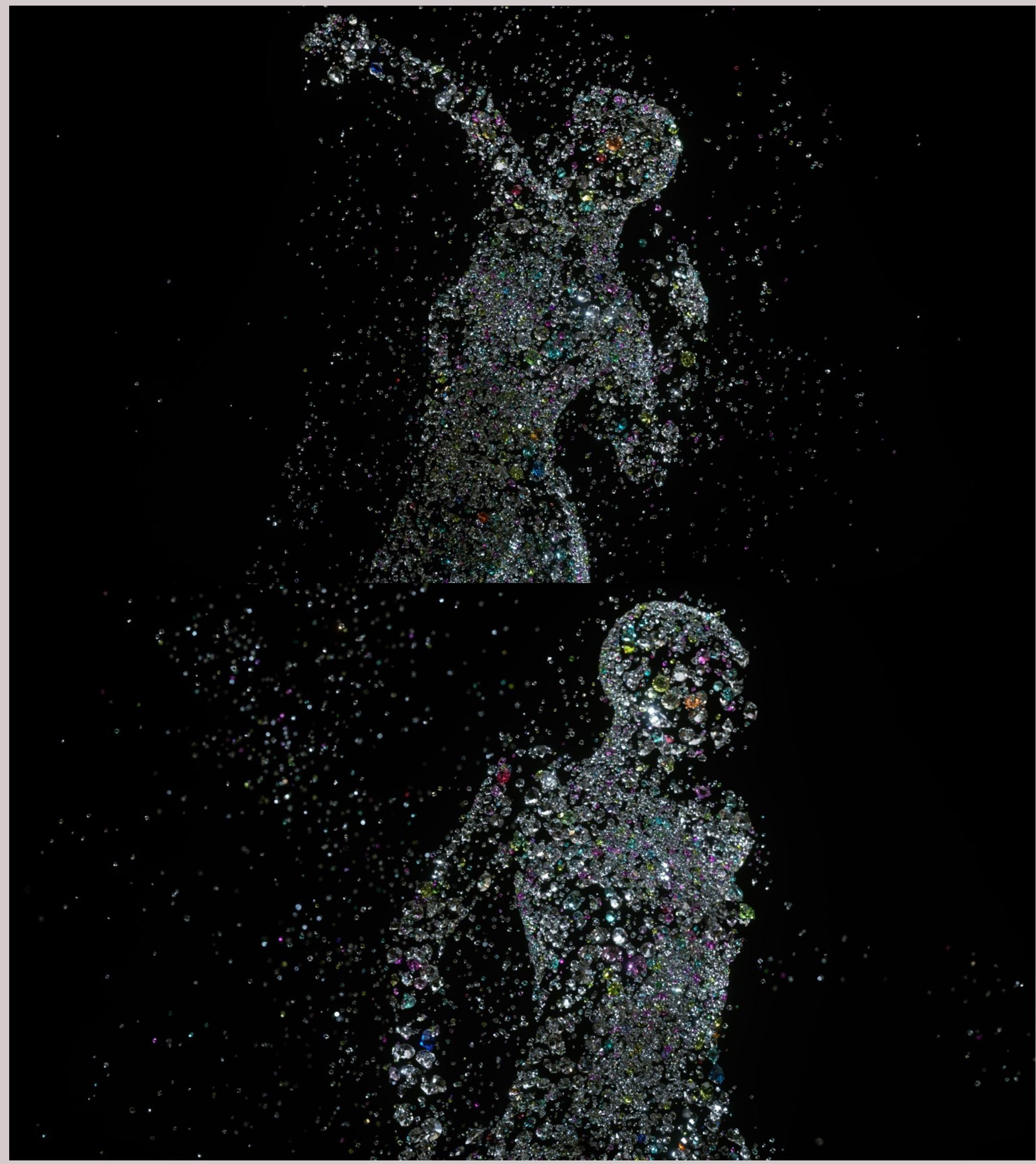
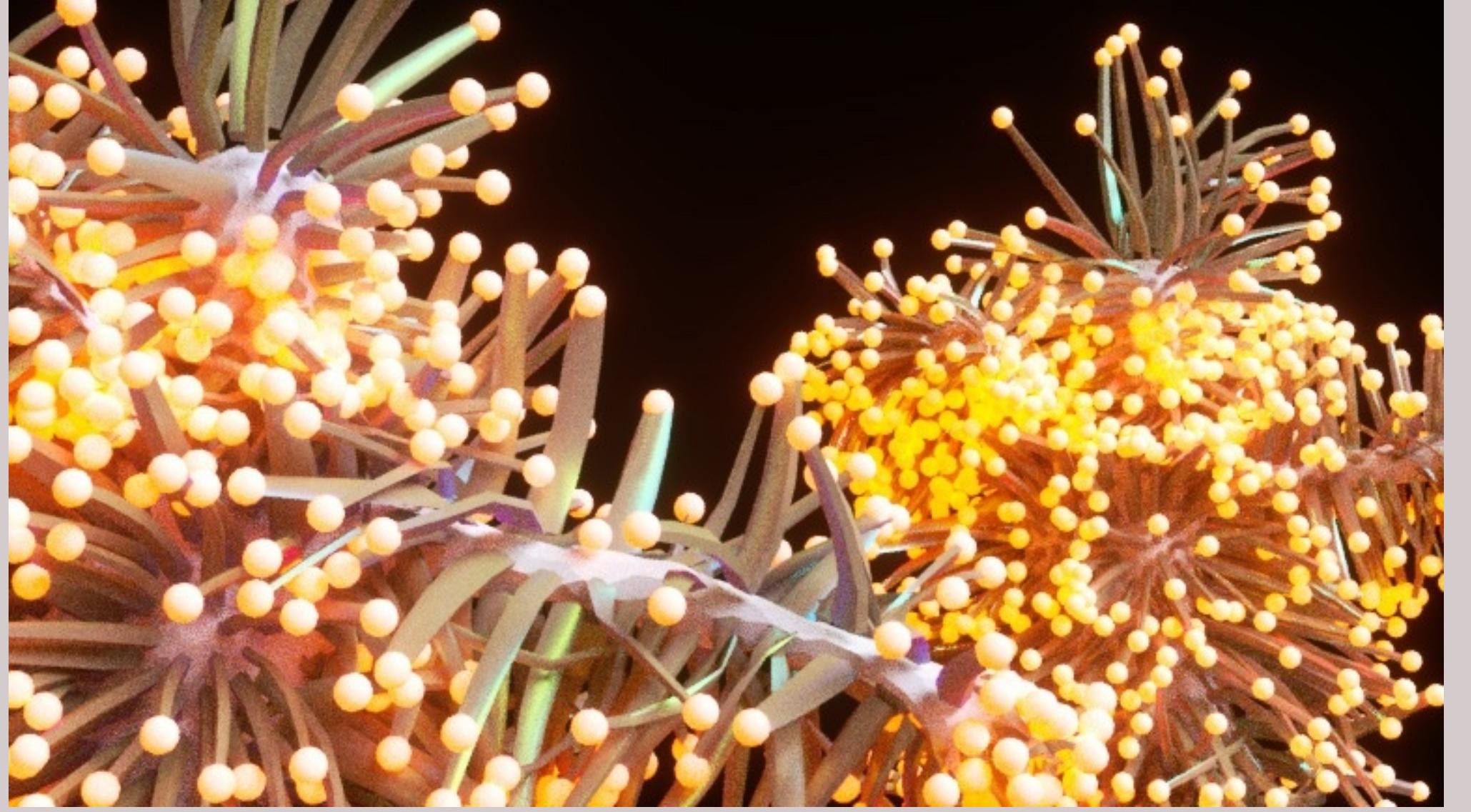


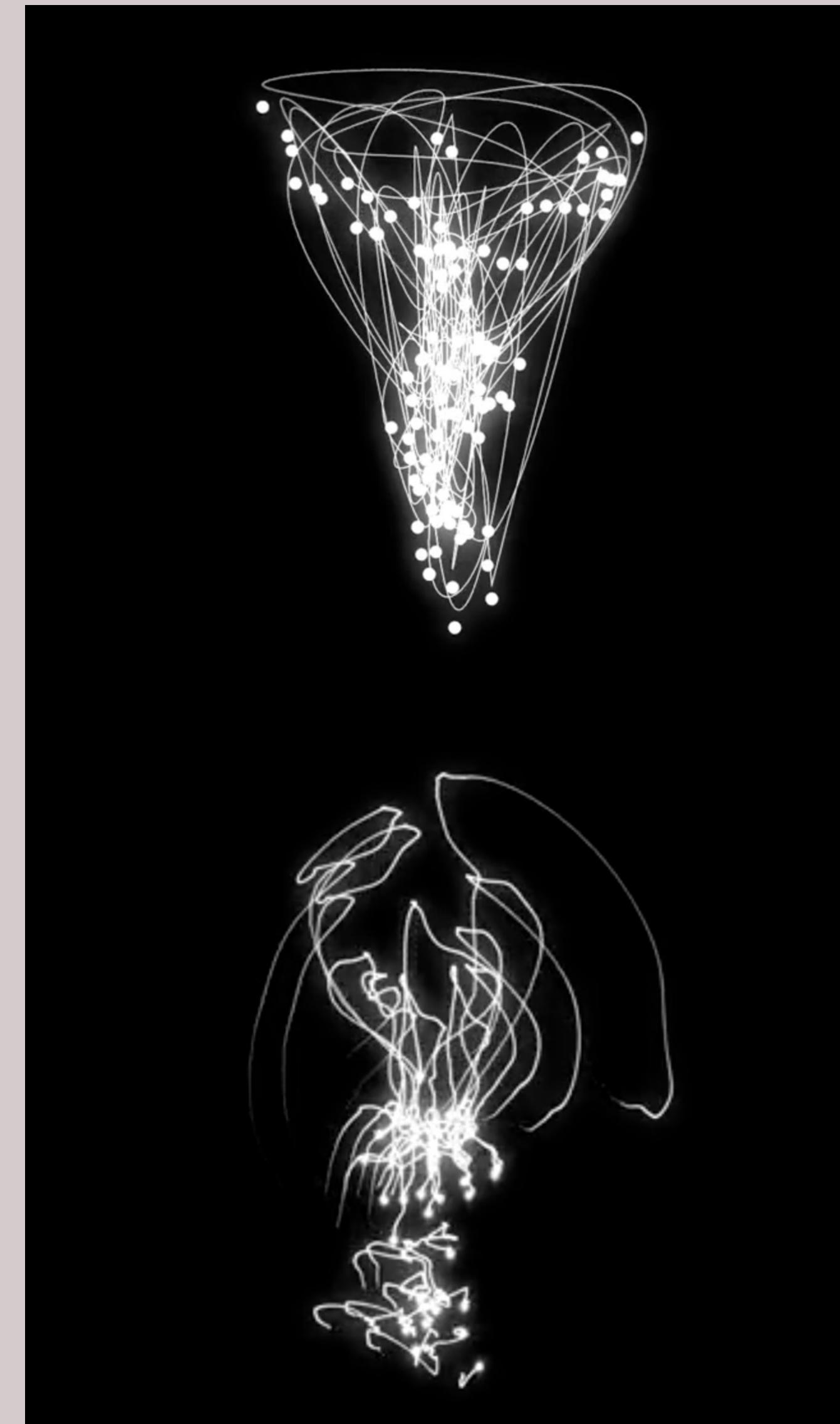
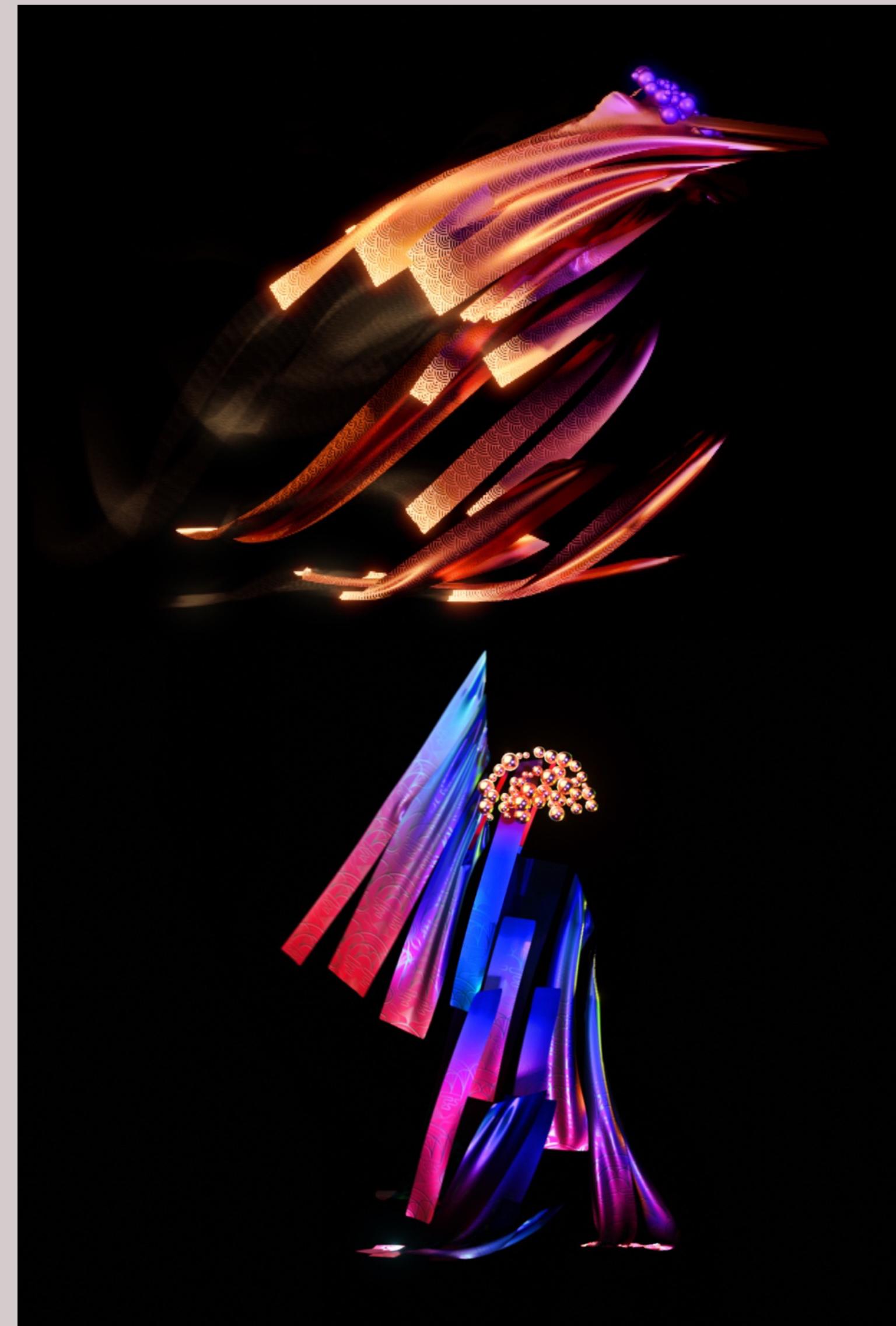
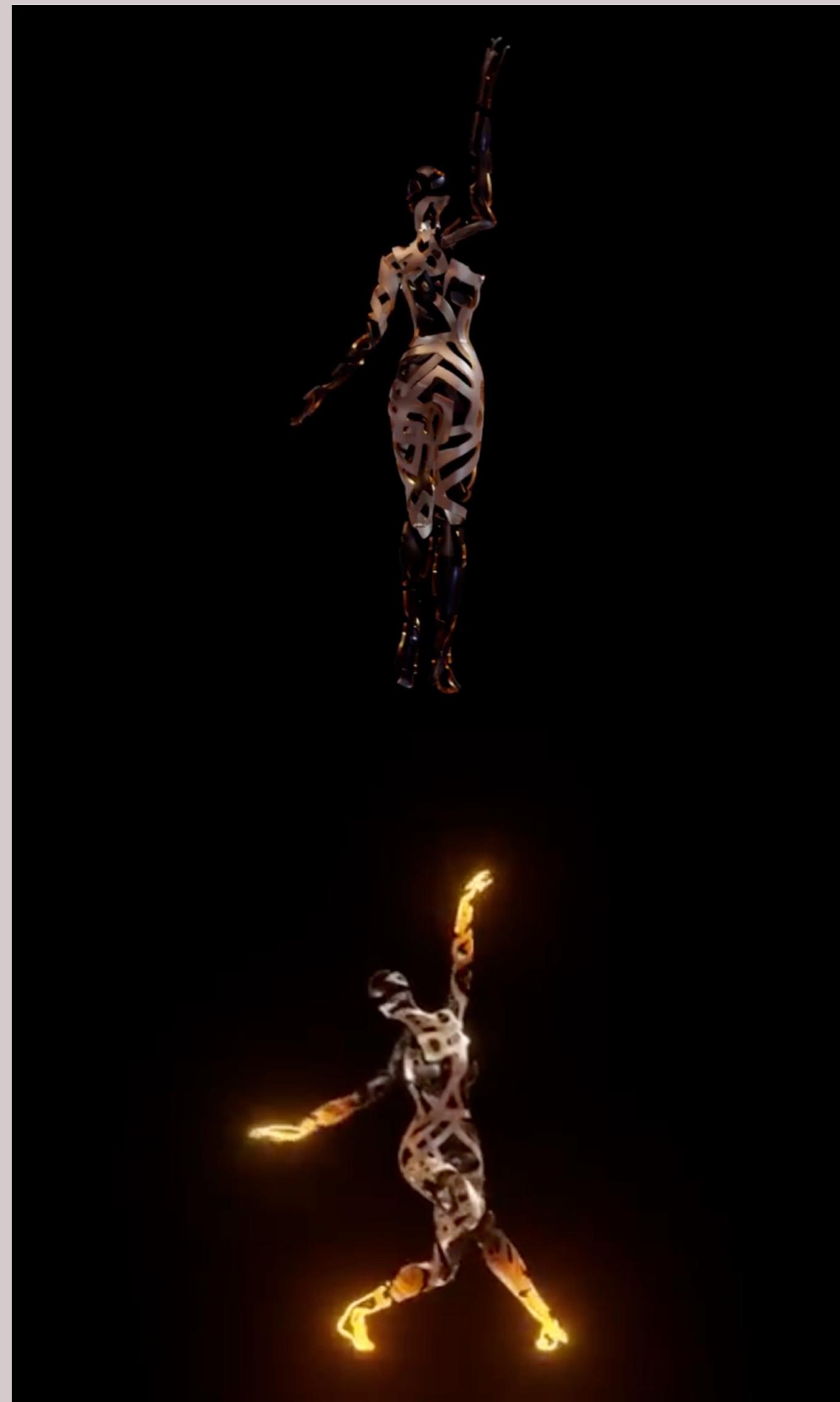
**CREATIVE
FILTERS**



**NOTCH
MOTION
GRAPHICS**







07

Thought Leadership



LIMKOKWING
UNIVERSITY
COLLEGE OF CREATIVE TECHNOLOGY

Year: 2015-2017

Location: Green Park, London, UK

Client: Limkokwing University

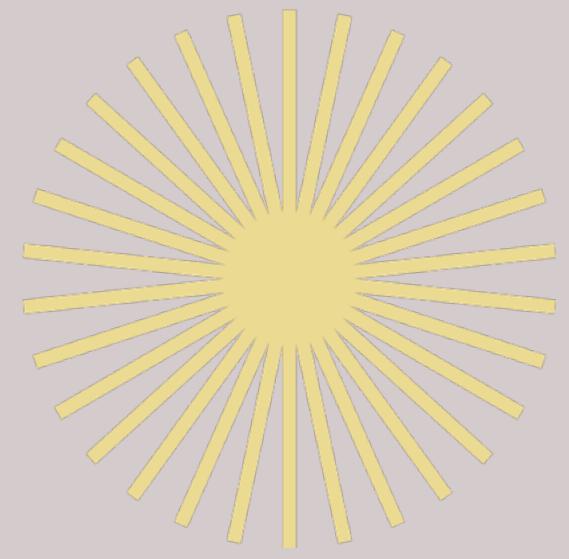
**Role: Design Innovation Tutor & London
Campus New Ventures Strategy Associate**



THE EVENT

Limkokwing is a fast-growing international university with award-winning innovation in education. Its Design Innovation program trains students in multi-disciplinary teams through real-world competitions. I planned Global Campus syllabi, tutored classes on design tools like lateral thinking, and guided teams in public tenders, including Southwark Council's crosswalk project. As a panelist, I helped select winners, some of whom won public competitions. I also developed strategies to raise Limkokwing's profile in London.





**THANK YOU
FOR LOOKING!**