Lameez Milan Davids

Creative | Art Director | Designer

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**About Me**

After graduating top three of my class, I was offered an internship with M&C Saatchi Abel. I spent the next ±4 years (with a short hiatus of 5 months spent at Metropolitan Republic), gaining valuable experience on some of the biggest local & global brands (Heineken Group, Namibian Breweries Limited, Nando’s, Superbalist, Takealot, Standard Bank, Mr Delivery, Lexus and Nimue Skin Technologies). Much of my time was spent under the leadership of Loeries Board Member, Cannes Jury and Creative Circle Chairman, Neo Mashigo. During this time, M&C Saatchi Abel was named Agency of the Year (2019). In 2021 I was inducted into the Loeries Youth Committee across the EMEA region working alongside talented and awarded young creatives.

My career is more than a pay check, it’s my way of helping create a better future through great brands. I am a hybrid creative from concept, client presentations through to production and execution I tackle each element of the creative process with passion and verve. I lead and direct successful 360-degree campaigns (TVC’s, films, photoshoots, digital, social and design) all of which has been recognised by the industry. Being a Gen-Z myself I admire our culture and bring a new perspective to every brief whilst keeping an appetite for new challenges and constantly searching for great ideas at every turn.

**Experience**

**M&C Saatchi Abel** (<http://www.mcsaatchiabel.co.za/>)

Art Director | *November 2019 – Present*

* Creative lead on key youth account for Standard Bank and created a trending campaign that resulted in 300 000 new accounts opened by the youth.
* Brought 2 million Namibians together through Windhoek Beers viral social media campaign.
* Uplifting South African spirits through a news segment which intercepted current news and showcased the brighter side to lockdown (Nando’s).
* Launched a new product for Nando’s using a witty new catchphrase that South Africans coined as the ultimate ‘boujee’ fast-food meal.
* 28 x Loeries shortlists for Standard Bank Youth (digital film, OOH, art direction craft, copywriting craft, integrated campaign, social media, digital writing, print).
* 8 x Loeries shortlists for Nando’s (integrated campaign, print, OOH, radio).
* 4 x Creative Circle Bronze and Silver awards (Nando’s).

**Loeries Youth Committee** (<https://www.loeries.com/>)

Art Director | *2021 – Present*

* Launched a D, E&I initiative (#RewriteTheScript) holding the industry accountable for diverse, equitable and inclusive work.

**Metropolitan Republic** (<https://metropolitanrepublic.com/>)

Art Director | *July 2019 - November 2019*

* Launched a successful new ice-cream brand in a highly saturated Nigerian market.
* Designed biodegradable Christmas cards using plantable seeded paper and eco-friendly ink for Leroy Merlin.
* 2 x Loeries Shortlist (art direction, poster design).

**M&C Saatchi Abel** (<http://www.mcsaatchiabel.co.za/>)

Art Director | *December 2017 - June 2019*

* Won three Lord Saatchi awards for constant work ethic and creativity on every brief.

**Skills**

*Fluent in the full* ***Adobe Suite*** *(InDesign, Photoshop, Illustrator, After Effects, Dimension).*

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| --- | --- |
| Art Direction | Design |
| Brand Identity | Conceptual Thinking |
| Film & Photography | Illustration |
| Copywriting | Strategy |
| User Experience | Digital & social media |

**Leadership**

I was inducted into the first Loeries Youth Committee alongside 11 of the EMEA’s most promising and awarded young creatives. The committee succeeded in launching a platform for the advertising industry to ensure Diversity, Equity and Inclusion (D, E&I) called #RewriteTheScript. The idea has plans to eventually launch a certificate to honour work that is diverse, equitable and inclusive of everyone in the EMEA region.

Whilst I was creative lead on the youth account for Standard Bank, I was honoured to mentor young creative talent working on the account and guiding their craft and thinking.

**Education**

**BA (Hons) Strategic Brand Communications** | VEGA | *2019 - 2021*

**BA Visual Brand Communications with distinction** | AAA School of Advertising | *2015-2017*

**Bachelor of Medicine & Surgery (MBBS)** | WITS | *2014 - incomplete*

**Matriculation with distinction** | Northcliff High School | *2013*

**I’m not just an art director, I also…**

Am a fervent collector of vinyl…Make poorly formed pottery bowls (if you can call them that, they double as an interesting conversation piece for your coffee table too) …Take photographs of any neon sign I see. I have plans on turning it into book along with short stories written by yours truly (think along the lines of Brand-New Cherry Flavour, bring on the weird, strange and downright freaky) …Spend my weekends skateboarding (and failing dismally), creating brands I wish existed (but wouldn’t actually work in real life, for instance: an app that helps you use what you have left in your fridge in order to make a meal and stop waste. I call it Holy Scraps TM), painting and bothering my cat. Did I mention I love food?

**You can view my portfolio** [**here**](https://www.hernameismilan.com/)

Or copy this link: <https://www.hernameismilan.com/>