

Curriculum Vitae of  
YAHYA OLAVI HAUTAMÄKI

*“To combine aesthetics, technology, usability, effectiveness and ethics in to a single solution.”*

Yahya Hautamäki is one of the topmost talented and experienced multimedia creatives in the business. He started as a printer’s trainee in the late 80’s in Finnish Lapland only later to achieve the first ever executive level position in new media industry in Finland.

He has gained reputation as a very skillful team player/leader who can handle pressure and still deliver. Hautamäki has been seasoned on both sides of the table, as a demanding client and as a creative professional presenting solutions.

His work has been described as being technically on the cutting edge, in the same time holding simplicity over core messages and managing subtle design in interactions.

During his 20 years as a professional Hautamäki has worked with a broad range of key accounts ranging from automobiles, airline carriers, beverages, jewelry and fast food into telecom, insurance, government offices and several publications.

After embracing Islam Yahya migrated to the Sultanate of Oman in 2007 and joined TBWA\ZEENAH where he brought the company numerous new business wins and first awards in the agency history.

Currently he is working as a Chief Creative Officer at Al Haqq Agency, digital design management and creative consulting house focused on the Arab world and global Islamic markets.

Date of Birth: 15.11.1971

*Working experience*

Present - Founder, Chief Creative Officer, Al Haqq Agency

Working with advertising, PR-agencies and directly with clients; producing high-end solutions mainly for the digital domain.

2008 - Head of New Media, Media Arts Leader, TBWA\ZEENAH

Successfully established and profitably managed the digital department within the agency.

2007 - Associate Creative Director, TBWA\ZEENAH

When TBWA advertising network arrived to the Sultanate of Oman, through affiliation with Zeenah L.L.C. (a subsidiary of Al Zubair Corporation) helped to start the agency by implementing internationally recognised best practices, raising the level of over-all creative.

2006 - Creative Director, W3JHC

Creative Director and Business Consultant on assignment for advertising and digital agencies in London, U.K. and Helsinki, Finland.

2003 - Art Director, TBWA\PHS Interactive

Conceptualising, designing and producing campaigns and websites, also directed internal communication materials for TBWA\Worldwide.

2002 - Lead Designer, Nettiportti Ltd.

Nettiportti is a Finnish internet-operator which produces services for DNA Finland Ltd. Finnet Telecom Group owns both companies. Designing, creating digital services and products for the internet and digital television.

2001 - Creative Director, OpenMobile Corporation

OpenMobile Corporation created a global reach to enable a network effect for value-added services by linking mobile operators and content providers. First priority was to lead brand building efforts towards international operators. I was working also with wireless services in productisation, marketing and advertising.

2000 - Senior Art Director, Grey Interactive Helsinki

Grey Interactive is a part of Grey Worldwide advertising network; Gi Helsinki was specialised in digital communications and web business development (later merged with Grey Direct & Digital); conceptualising and designing websites, digital advertising and creating campaigns for the traditional media as awareness building exercise for online services.

2000 - Creative Director, Sarajärvi & Hellèn DDB

S&H DDB (acquired by Done Information Ltd.) was a part of DDB Worldwide Communications Group - specialised in internet solutions, multimedia and cross platform audio- and video material distribution; working on web communication concepts, leading creative teams and managing creative flow with other local DDB offices.

1999 - Creative Director, Iobox Group

Iobox was a pan-european wireless portal, which reached up to 4, 3 million registered users. When working with the company I was planning and creating product launches for mobile services with sub-contractors in Finland. In addition, building the corporate brand and producing advertising for the international investor market. In 2000 Iobox was sold to Spanish Terramobile for USD 366 mn.

1998 - Art Director, Grey Interactive Oy

1997 - Graphic Designer, Grey Pro

Grey Pro is a Grey Group Finland's advertising production and implementation process subsidiary. I was working with the Nokia team which at the time was responsible for the creative lead in EMEA (Europe, Middle-East and Africa).

1996 - Multimedia Designer, To the Point

To the Point produced high quality multimedia presentations for leading Finnish corporations ranging from forest- and metal industry to telecommunications and government offices. Responsibilities included interaction/interface design and providing guidance for production teams. TTP merged with Satama Interactive Ltd. (who also merged with Trainers House Ltd. in 2008).

1995 - Art Director / Founder, Pang Advertising

1991 - Junior Art Director, Advertising Agency Grafu

1989 - Printing Trainee, Keski-Lapin Paino Ltd.

*Education*

Lapland's Travel and Industrial Business Institute 1988 - 1991: B.A. in Economics and Marketing

*Military Rank*

Under Sergeant, Combat Engineering, Army Ranger Corps  
Brigade Commander, Colonel J. Jolma admitted Lapland's Jaeger  
Brigade's honorary certificate for meritorious service 1992.

*Awards and Recognition*

2009

PanArab WebAwards Services Category

2008

Oman WebAwards

Gold - Automotive	Silver - Media, Media Services	Bronze - Media, Media Services
Gold - Corporate	Silver - Retail	Bronze - Retails
Silver - Corporate	Silver - Services	Bronze - Services
Silver - FMCG (F&B)	Silver - Travel & Tourism	Bronze - Hospitality

2007

Oman WebAwards

Gold - Media, Media Services & Event Management	Silver - Services
Gold - Fast Moving Consumer Goods	Silver - Retail
Silver - Hospitality	Bronze - Corporate
Silver - Corporate	Bronze - Banking & Finance

Dubai Lynx Awards for Middle-East and North Africa

Interactive category - Consumer Services

2003

Campaign for the Finnish National Lottery won first prize in Finnish Direct Marketing Association Awards in the digital marketing category. Campaign received also the Sonera Special Prize. This was the first time when digital categories were included in this Finnish advertising industry's event.

2001

Short film for Finnish telecommunications operator Sonera (previously Telecom Finland) was awarded with the Silver Globe in the Corporate Communications category in World Media Festival, Hamburg.

Voted as one of "15 Most Professional People in The Industry" by readers of RE:, the leading online publication for Finnish digital media.

Finnish airline carrier Finnair's internet site honored as "Best Corporate Site In Finland 2001" in a study by Oulu University Hypertext/hypermedia information systems and mobile electronic commerce (HYTEC) Research Lab and Arieste Ltd.

1999

Alma Media Best Internet Campaign, "F1 @ GSM" -advertisements for Iobox.