Hash Milhan.

Creative Technology Director at Publicis Groupe MENA. Fifteen years of making ideas real with design and technology, from award-winning campaigns in London to AI prototypes for pitches in Dubai.

Web hashir.net Email contact@hashir.net LinkedIn /in/hashmil GitHub /hashmil Based in Dubai, UAE

Experience

Publicis Groupe MENA, Dubai — 2024 to now

Creative Technology Director Growth & Innovation

- Lead the Groupe's creative technology practice across MENA agencies.
- Partner with creative teams across Groupe agencies to shape ideas through a creative technology lens, then prototype and build them for pitches, client presentations and live activations.
- Hands on with generative AI, voice AI agents, interactive installations, AR and rapid prototypes, often built live in the room.
- Work across Groupe agencies and brands including Samsung, Visa and Oreo.

adam&eveDDB and adam&eveStudios, London — 2013 to 2024

Creative Technology Director 2020 **Interactive Creative** 2019 **Creative** 2013

- Led creative technology across the agency: AI, AR and VR, digital design, UX and connected objects.
- Took ideas from brief to build for digital, social and integrated campaigns, brand activations, products and services.
- Brought generative AI (Stable Diffusion, Midjourney, GPT and open-source models) into internal and client work.
- Led teams of creatives, designers and developers. Built VR experiences and AR lenses for Instagram and Snapchat.
- Campaigns for PlayStation, John Lewis, Virgin Atlantic, YouTube, Samsung and Unilever, including the PS5 launch and #WeThe15.

Saatchi & Saatchi London — 2013

Digital Creative freelance

ClickTag, London Digital Creative — 2011 to 2013

Electronic Arts, UK Digital Designer — 2010 to 2011

Intaract, London Digital Designer — 2009

Mullen Lowe, Sri Lanka Junior Art Director — 2008

We Are Designers, Sri Lanka Digital Designer — 2007 to 2008

Earlier, Sri Lanka Freelance, Impact House, McCann Erickson — 2005 to 2007

Education

BA (Hons) Graphic Design: Visual Communication
University for the Creative Arts, UK, 2010

Skills

- Creative technology direction
- Generative AI and agents
- Rapid prototyping
- Installations, AR and VR
- DOOH and digital display

Tools

AI coding and agents Claude Code, Codex

Image, video and voice pipelines ComfyUI, n8n, Fal.ai

3D and fabrication Blender, Fusion 360

Design Figma, Adobe CC

Creative code Three.js, GSAP, Python

Model-agnostic: I pick the best language, image and video models for each job, and that changes month to month.

Awards

Cannes Lions, D&AD, British Arrows, The One Show, The Clio Awards, LIA, The Andys, effie

Clients

Almarai, Aviva, CALM, Cisco, Diageo, EA Sports, FAB, Google, Halifax, ITV, John Lewis, Lloyds Bank, LVMH, Mars, Mondelez, Nestlé, PlayStation, Samsung, Save the Children, Unilever, Virgin Atlantic, Visa, Volkswagen, Waitrose, YouTube