

Layal Idriss

CREATIVE CONSULTANT . VISUAL STORYTELLER . LECTURER IN THE CREATIVE ARTS . PUBLIC SPEAKER
ENTREPRENEUR . FOUNDER OF RADISH HOUSE AGENCY & DAR WARAQA



CONTACT

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FOUNDER OF

RADISH HOUSE AGENCY
A Creative Agency
2018

Radish House is a global agency representing artists from all over the world, we offer a range of creative services from books, animation, product and surface design to achieve our clients vision and keep our artists working on unique and fulfilling projects.

DAR WARAQA
A Publishing House
2019

Dar Waraqa is a Saudi publishing house with global standards and a unique vision centered around culture and creativity.
Our publishing house is a one stop shop for clients seeking a well rounded storytelling experience that delivers straight to the consumer.



SKILLS AND COMPETENCIES

- Public Speaker.
- Skilled educator and motivator.
- Excellent communication skills with clients and artists.
- Experience in demonstrating art techniques to students in both digital and traditional mediums.
- Creative Directions and leading teams to achieve and produce creative projects with a positive outcome.
- Consulting in Kidlit.
- Time management and workflow organization.
- Children's publishing, storytelling on multiplatform.
- Curriculum buildup for art and Class management.
- Versatile in multi classroom platforms and willing to learn and acclimate to new systems.
- Creating a learning atmosphere that serves the student academically and professionally.
- Distance learning management and delivery.



EDUCATION

ATLANTIC COUNCIL
GEORGETOWN UNIVERSITY
2024

Win Fellowship

CALIFORNIA STATE
UNIVERSITY FULLERTON
2017

MFA in Illustration

THE ART INSTITUTE OF
ORANGE COUNTY CALIFORNIA
2013

B.S Media Arts and Animation



TEACHING/WORKING EXPERIENCE

RAD LEARNING WORKSHOPS,
RADISH HOUSE AGENCY, LLC
2020 - PRESENT

Teaching and lesson planning

- Illustrating for Children's Books Spring/Summer 2020
- Character Design Spring/Fall 2020
- Illustrating for Children's Books
- Portfolio Illustration

CALIFORNIA INSTITUTE OF
THE ARTS
2018-2022

CALARTS CSSSA

- Full Time Faculty
- Life Drawing for Animation

CALIFORNIA STATE UNIVERSITY
FULLERTON
SPRING 2015-2021

Part-time lecturer

- ART103 2-Dimensional Design
- ART217 Life Drawing for Animation

DAR AL HEKMA UNIVERSITY
2020

Continued Education Art Lecturer

- Character Design

SANTIAGO CANYON COLLEGE
SPRING 2019

Part-time lecturer

- ART 100 Introduction to Art
- ART 128 Introduction to Illustration
- ART 228 Intermediate Illustration



EXPERTISE

- Creative Direction and Editorial Management.
- Creative professional Growth and Sustainability.
- Children's Book Design and Illustration.
- Expert in Distant and Hybrid Teaching.
- Surface Design.
- Editorial Art.
- Technical Presentation.
- Narrative Illustration.
- Layout and Design.
- Color Coordination.
- Art Process and Organization.
- Art Direction.
- Research and Data Management.
- Consulting in the field of Publishing.



ACTIVITIES

World-building for storytellers **workshop**
Learning Beyond. 2024

How stories can become the school of life
panel discussion Learning Beyond Ithra. 2024

Demystifying Venture Capital panel hosted
by WIN **Attendant**. 2023

Arabic Poetry in Kidlit competition, Art
Direction and Illustration **Judge**. 2023

How to enter Kidlit Publishing **Workshop**
Jasmine Hub Jeddah. 2023

How to enter Kidlit Publishing **Workshop**
Jeddah Book Fair. 2023

How to write a story for a picture book format
Workshop Baba Taher Competition. 2023

Storytelling in the picture Book Format
Workshop Jeddah Book Fair. 2023

Maken Writing retreat for teens and young
adults **Guest Speaker**. 2023

Panel discussion on creative content at Bait
Al Sherbtlie as a storytelling specialist. 2023

Led the Storyfactory experience at the Saudi
Eastern Region Book Fair. 2023

Riyadh International Book Fair **Guest Speaker**.
2022

Baba Taher writing competition **judge**
on the panel of Kidlit. 2022

London Book Fair as an Art Director to Radish
House Agency **Attendant**. 2022

Cultural Book Translation panel hosted by
Mutarjem **Guest Speaker**. 2022



TEACHING/WORKING EXPERIENCE

THE ART INSTITUTE OF
ORANGE COUNTY
SUMMER 2015-SPRING 2018

Lecturer

- FND 120 Perspective Drawing
- MAAA 111 Animation Principles
- MAAA 204 Acting and Movement
for Animators
- MAAA202 Character & Object Design
- MAAA212 2D Animation
- MAAA222 Storyboarding & Animatics
- MAAA252 Background, Design
and Layout
- MAAA363 Advanced Illustration
for Production
- MAAA409 Portfolio Production
- MAAA419 Portfolio Presentation

NICKELODEON ANIMATION
STUDIO, BURBANK, CA
SPRING 2015

Production Intern

- Assisting in storyboards and animatics
on the Shimmer and Shine production



EDITORIAL AND CREATIVE DIRECTION

2023 Noor Riyadh Gallery activity books and teaching guide
Illustrated by Radish House Team

Aklana Najran
Illustrated by Radish House Team

Aklana Jazan
Illustrated by Radish House Team

Sora Al Jouf
Illustrated by Layal Idriss

Asrar Al Jaddat
Illustrated by Zahra

Aklana Aseer
Illustrated by Radish House Team

Aklana Baha
Illustrated by Radish House Team

Jazeen Saudi Coffee Animation/Illustration
Art Directed a team of illustrators in prep for animation.

Story Factory Ithra Experience
Eastern bookfair and Ithra Collabration

Lolo and the circles
Illustrated by Leen Kogeer

Haya Magazine What if
Illustrated and Art Direction Collab

Dogus and Amba book #1
Illustrated by Ge Park

Where Were You?
Written and Illustrated by Heba Farahat

Sora Al Riyadh
Illustrated by Layal Idriss

Let's Get moving
Illustrated by Zena Abu Khatwa



ACTIVITIES

Digital Storytelling conference hosted by Loughborough University **Volunteer**. 2022

Panel discussing the difficulties facing publishers in Saudi Arabia hosted by MOC **Consultant**. 2022

31 Nights event Jeddah with Ammar Saban **Guest Speaker**. 2021

Global Entrepreneurship Week IAU online via zoom **Speaker**. 2020

King Saud University storytelling in Saudi Publishing **Speaker**. 2020

California State University Fullerton / Women In Animation Club **Speaker**. 2018



BOOK ILLUSTRATION

2022
2023 By Sora project
Dar Waraqa Publishing KSA
31-Al Riyadh
30-Al Jouf
29-Al Madinah
28-Al Baha
27-Aseer

Aklana Book Series
Dar Waraqa Publishing KSA
26-AlMadinah
25-Al Baha
24-Jazan
23-Najran

Yasmeen Stories
Dar Waraqa Publishing KSA
22-Whose Choice

The Prophets Series
AL Muhtaraf Publishing KSA
21-Mouses

2020 Picture Book
Al Hudhud Publishing UAE
20-No Adults Allowed
Second edition

Picture Book
King Salman Center of Disability Research
19-Selective Mutism

2019 Picture Book
Al Hudhud Publishing UAE
18-Maha's Hobby

2018 Picture Book
Al Hudhud Publishing UAE
17-The Boy and the dark

2017 Picture Book
Takween Publishing Kuwait
16-What's the shape of my heart?



EDITORIAL AND CREATIVE DIRECTION

2023 Riyadh's Path
Illustrated by Zena Abu Khatwa

Aklana Makkah
Illustrated by Radish House Team

3/5 Books of the Prophets series
Illustrated by Heba Farahat, Layal Idriss and Zena Abu Khatwa

2022 Hamodey Spoke
Illustrated by Zahra al Boqasem

The Bathing Dilemma
Illustrated by Ge Park

I Mea Speak
Illustrated by Leen Khogeer

Traveler's Journey
Illustrated by Ilham Al-Amoudi

Faces National Day Display Art
Illustrated by Bayan Yasien

Aklana Al Madinah
Illustrated by Radish House Team

Le Tabqa Children Animation Series
Illustrated by Layan Al-Hamed

We are all Different interactive book
Illustrated by Layan Al-Hamed

Canary and Brave Book
Illustrated by Layan Al-Hamed And Ge Park

I Miss you a lot
Illustrated by Malak Hariri

2021 AIUla The City of Wonders & Home of Civilizations
Illustrated by Bayan Yasien

Sharshoob: The Sock Monster
Illustrated by Nermeen Al-Juhani

Malak's Butterflies
Illustrated by Ilham Al-Amoudi

2020 Saudi Custom Book
Illustrated by Bayan Yasien

Selective Muslims
Illustrated by Layal Idriss

The Nutmeg Forest
Illustrated by Layan Al-Hamed

Coco's Journey
Illustrated by Nermeen Al- Juhani

The Treasure of the Princess of Thaj and the Golden Mask
Illustrated by Bayan Yasien



BOOK ILLUSTRATION

- 2017 Young Adult novel
Dar Arwa Al Arabia SA
15-Cup of Coffee with Silver
2nd edition
- Book
Beejewel
14-Redefine your Bee-ing
- Manna and Sara (Sieres)
Kadi and Ramadi SA
13-Unwanted Visitor
12-The Pink Doll
11-Guacamole on the beach
10-My crazy hair
9-Dancing to the beat
- Children's book
Dar Al-Manar Publishing SA
8-What Grandpa needs?
- Picture Book
Dar Al Arabia Dubai
7-It Drips in Sweetness
- Picture Book
Empowered Times USA
6-Growing Grace
- 2016 Picture Book
Dar Arwa Al Arabia SA
5-Under the Tree
- 2013-2015 Young Adult Novel
Dar Arwa Al Arabia SA
4-Tea Party with Caldarella
11th edition Shortlisted for communications award UAE 2015
- Children's books
Mascot Books USA
3-Even When
- Children's Book
Kadi and Ramadi SA
2-The Generous Pigeon
- Children's Book
Go Bananas inc
1-O The Owl



ORGANIZATION AND AFFILIATIONS

- PLAYBOOK WOMEN FOUNDING MEMBER 2024
- SAUDI PUBLISHERS ASSOCIATION 2023/2024
- ATLANTIC COUNCIL EMPOWER ME WIN
- ACTIVE CONSULTANT FOR THE SAUDI CULTURAL MISSION
- SCBWI ACTIVE MEMBER SINCE 2011/2020
- ASIFA HOLLYWOOD 2017
- GROUND ZERO EXPO 2016
- WOMEN IN ANIMATION MEMBER SINCE 2016



CREDENTIAL

HOW TO THINK STRATEGICALLY. 2023	Linkedin Learning
MARKETING FOUNDATIONS: VALUE PROPOSITION DEVELOPMENT. 2023	Linkedin Learning
LEADERSHIP FOUNDATIONS: LEADERSHIP STYLES AND MODELS. 2023	Linkedin Learning
SMALL BUSINESS MARKETING. 2023	Linkedin Learning
DESIGNING SCENARIO - BASED LEARNRING. 2023	Linkedin Learning
LEARNING PRINT PRODUCTION. 2023	Linkedin Learning
MY YEAR OF ART SCHOOL. 2018	Making art that sells
LEARNING CHARACTER DEVELOPMENT AND DESIGN. 2017	Linkedin Learning
CREATIVE INSPIRATIONS: ED EMBERLEY, CHILDREN'S BOOK ILLUSTRATOR. 2015	Linkedin Learning
ARTIST AT WORK: TERTIARY COLORS. 2014	Linkedin Learning



IN MEDIA

PANORAMA INTERVIEW. 2023
ALEKHBARIYAHTV. 2023
LEADERS. 2023
ARAB NEWS. 2023
SAUDI PRESS AGENCY. 2022
SA3ETSHABAB, ROTANA KHALEJIA. 2022
ALEKHBARIYATV. 2022
JEDDAH RADIO. 2022
MOCLITERATURE IPT.MOC.GOV.SA. 2022