MOHAMED MAGDY

Senior Art Director & Brand Identity Designer

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PROFESSIONAL SUMMARY

Creative Art Director and Senior Graphic Designer with 12+ years of experience in branding, digital design, and creative direction. Skilled at leading design teams, building strong brand identities, and integrating AI tools to deliver innovative and impactful solutions.

KEY ACHIEVEMENTS

- Designed 50+ brand identities across multiple industries with a 95% client satisfaction rate.
- Directed campaigns that boosted client engagement by 40% and reduced production time by 20%.
- Produced 200+ digital interface designs, enhancing usability and brand consistency.
- Led and mentored creative teams, ensuring timely delivery of high-quality projects.
- Designed 40+ book covers across diverse genres for publishing houses in Egypt and abroad, including Nahdet Misr, Kotobna, Almicrophone, and Eshraqah (UK).

HIGHLIGHTED PROJECTS

- Essence Adverts — Delivered branding and social media design for major clients including Asus ROG, Deepal, Beltone, SHIFT, Patchi, Myvi, OXI, BTC, and Royal.
- O2 Media Production — Directed cross-platform creative campaigns with integrated visual storytelling, including the podcast "El Bashar Mesh Sel3a" by Mahmoud Saad.
- Memphis Group (via Octasy Media Production) — Created 35+ new logos and brand identities for one of Egypt's leading tourism companies, helping expand market reach and compete with global brands.
- KickStart Interactive — Delivered ad designs that improved conversion by 30%.
- United Toys, Playground Concept Designs — Created full-scale conceptual designs for playground and entertainment areas, including accurate execution measurements, supporting faster contract approvals.

WORK EXPERIENCE

Senior Graphic Designer — Essence Adverts
Oct 2025 – Present

- Design brand identities, logos, and marketing collateral across print and digital channels.
- Develop advertising and campaign visuals aligned with client briefs and brand guidelines.
- Collaborate with account and marketing teams to translate client objectives into design solutions.
- Ensure visual consistency and quality across all deliverables, from concept to final production.

Senior Art Director — O2 Media Production
Mar 2024 – Sep 2025

- Led creative direction and branding strategy across multimedia projects and campaigns.
- Manage and mentor a team of designers to ensure high-quality output.
- Develop innovative visual strategies that align with client objectives.

Senior Designer / Art Team Leader — Octasy Media Production
Jan 2023 – Jul 2024

- Led creative direction for media campaigns and productions.
- Collaborated with senior directors and production teams to design brand visuals and marketing assets.
- Directed execution of design concepts across print and digital platforms.

Senior Graphic Designer — KickStart Interactive
Jul 2018 – Jan 2024

- Designed logos, visual identities, advertisements, and digital interfaces.
- Produced 150+ optimized digital and print designs, increasing print clarity by 30% and reducing production time by 20%.
- Supported marketing teams by delivering high-quality branding and campaign assets.

Graphic Designer — United Toys
Dec 2017 – Jun 2018

- Developed creative designs for print materials, brochures, banners, and signage.
- Designed digital advertising materials for local businesses.
- Ensured final outputs met brand standards in typography, sizing, and colors.

Graphic Designer — Elmostafa for Investment and Development
Feb 2013 – Dec 2017

- Designed corporate branding materials, including logos, illustrations, and typography.
- Delivered creative solutions for various clients in retail and corporate sectors.

EDUCATION

Bachelor of Arts in Spanish Literature — Cairo University (Oct 2012 – Aug 2016)

Studied Spanish and European literature, translation, and interpretation.

CORE SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects)
- Figma & UI/UX Design
- Logo & Visual Identity Design
- Typography & Illustration
- Digital & Print Production
- Creative Direction
- Team Mentoring & Leadership
- Project Management (Trello, Asana, Jira)

AI & INNOVATION EXPERIENCE

- Hands-on experience with multiple AI design and generative models, including LoRA, Mystic, Imagen 3, Stable Diffusion, MidJourney, and DALL·E.
- Applied AI tools in creative workflows to enhance productivity, explore innovative visuals, and expand design possibilities.

LANGUAGES

English – Advanced | Spanish – Beginner | Arabic – Native

CERTIFICATIONS

- YAT Professional Diploma in Graphics
- YAT Professional Diploma in Web Design
- Udemy: Artificial Intelligence for Designers (2024)
- Udemy: Machine Learning Basics for Creative Professionals (2024)
- Udemy: ChatGPT & Generative AI for Creativity and Productivity (2025)