

IBRAHIM MOHAMED

Senior Art Director

Location: Dubai, UAE

Contact: +971 50 7033822

Portfolio: www.ibrahimafify.com

Email: dongle70@gmail.com

Experience

2024 Senior Art Director

BBDO

- Lead the conceptualization and execution of creative projects from initial concept to final delivery.
- Manage and mentor a team of designers and art staff, providing guidance and feedback to foster their professional growth.

2020-2023 Senior Art Director

(Department of Culture and Tourism Abu Dhabi)

- Contributed to creative process through original ideas and inspiration.
- Researched drawings of characters and environmental elements for inspiration.
- Managed technological considerations to transform and manipulate artwork.

2019-2020 Senior Art Director

TBWA (KSA, Egypt)

- Worked effectively in fast-paced environments.
- Demonstrated a high level of initiative and creativity while tackling difficult tasks.

2017-2019 Senior Art Director

Epic Advertising Cairo, EG

- Researched drawings of characters and environmental elements for inspiration.
- Managed technological considerations to transform and manipulate artwork.
- Implemented artistic vision to give art purpose and meaning.

2015-2017 Art Director

DDB worldwide (Egypt, Jordan)

- Worked effectively in fast-paced environments.
- Adaptable and proficient in learning new concepts quickly and efficiently.
- Demonstrated leadership skills in managing projects from concept to completion.

2013-2015 Senior graphic designer

Out Of Zbox (Cairo, Geneva, Dubai)

- Coached copywriters to develop compelling content.
- Directed photo shoots for print and digital media, reviewing each element against client standards and expectations.
- Demonstrated leadership skills in managing projects from concept to completion.

2010-2012 Senior graphic designer

Beyotonline uk (Egypt)

- Applied effective time management techniques to meet tight deadlines.
- Learned and adapted quickly to new technology and software applications.
- Worked flexible hours across night, weekend and holiday shifts.

2009-2010 Graphic designer

Hindawi (Egypt)

- Learned and adapted quickly to new technology and software applications.
- Applied effective time management techniques to meet tight deadlines.

About me

I'm a Highly versatile art director / visual artist with 10+y experience in global & local agencies with Advertising, Social Media & Marketing background. Solid success directing and implementing broad range of design projects, from conception to launch. working on regional and international brands with an expanding portfolio of corporate companies, services, telecom, banking, tourism, and FMCG products

Languages

Arabic: ●●●●●
English: ●●●●●
Russian ●●

Software

Photoshop: ●●●●●
Illustrator: ●●●●●
Indesign: ●●●●●
AfterEffects: ●●●●●
Blender: ●●●
XD: ●●●
Figma: ●●●

Education

BA Degree in Business

2006-2010

Major: Business

Institution: Cairo Uni.