

Ahmed Mohamed Alshazly

Creative Director & Brand Strategist

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Married

Professional Summary

Spearheaded cross-functional teams and orchestrated creative strategies for companies ranging from startups to multinational corporations. Expertise in overseeing UI/UX, art, and marketing departments. Transformed brand identities into compelling visuals that optimized brand recognition and accelerated market growth. A collaborative leader who fosters innovation and empowers team members to excel. Deep understanding of design trends, marketing strategies, and user centered design. Passionate, results-driven, and adept at delivering impactful creative solutions.

Professional Experience

Creative Director Mayez Holding - Qatar | From Aug.2024 to Present | Full-time, Remotely.

At Mayez Holding, a diversified group overseeing multiple ventures, I play a key role within Wow Mart — an emerging e-commerce platform specializing in home appliances in Libya. In this role, I lead the end-to-end creative strategy, shaping a compelling brand narrative that drives engagement and fuels business growth.

By collaborating closely with the marketing and design teams, I ensure every campaign aligns seamlessly with our business objectives and delivers consistent, high-impact messaging across all channels. Entering this new and competitive market brings unique challenges, and I'm fully committed to leveraging my creative and strategic expertise to establish Wow Mart as a leading online destination and achieve the company's long-term growth goals.

Creative director AICTEC - Saudi Arabia | From Dec.2021 to July 2024 | Full-time, Hybrid.

As a leader overseeing both creative and marketing teams, I spearheaded initiatives by developing compelling briefs, executing competitive analysis, and ensuring brand consistency. Transformed the company's marketing operations by establishing and structuring a high-performing marketing department in Egypt, covering content creation, graphic design, animation, illustration, UI/UX, media buying, and account management. Executed project oversight, quality assurance, and streamlined creative workflows to enhance final output consistency. Additionally, Orchestrated cross-border collaboration with Saudi project managers, executing marketing strategies, leading SWOT analyses, and optimizing communication plans. I bridge the gap between the Saudi and Egypt teams, ensuring seamless coordination between marketing, sales, and web development.

Transformed marketing efforts by integrating design expertise, optimizing the development process for visuals, videos, and branding assets to maintain high-quality standards. I believe that the synergy between design and marketing maximizes company profits by capturing and engaging the audience effectively.

Creative director Sedra media - Egypt | From Nov. 2020 to Oct. 2021 | Full-time, Remotely.

I held a comprehensive role within the startup agency overseeing all aspects of the creative department. Spearheaded a dynamic creative team of three designers and two content creators, optimizing workflows and enhancing team productivity while concurrently engaging in hands-on design work. Thrived in a fast-paced, high-growth environment, orchestrating design excellence and creative innovation and deliver optimal results. Overall, the experience proved to be a thrilling and invigorating chapter in my professional journey.

Art Director & Designer Cragus int. - Kuwait | From Mar. 2020 - to Oct. 2020 | Full-time, Remotely.

During my tenure at Cragus International, I had the unique opportunity to immerse myself in a distinct industry focus: creating and innovating business plans tailored specifically for restaurants. As a valuable contributor to the team, my responsibilities encompassed providing design assistance, supporting the content team, and cultivating brand concepts. From the inception of a brand, including naming and strategic planning, to its ultimate realization and achievement of predetermined objectives, Transformed brand development by executing innovative strategies from conceptualization to market positioning.

Art Director & Designer Mindshare - Egypt | From Sep. 2019 - to Feb. 2020 | Freelance Contract,

I have worked with Mindshare as a freelance designer on a project basis, creating social media designs for brands such as Alex Bank, Persil, Makwa App, and the Castrol Magnatec campaign, in addition to contributing to various pitches. Executed high-impact branding projects, optimizing brand identity through visually compelling designs and marketing objectives across diverse industries.

Art Director & Designer Olive adv. - Egypt | From Apr. 2018 - to Mar. 2019 | Full-time, On site.

During my tenure at Olive advertising, I had the unique opportunity to immerse myself in a distinct industry focus: creating and innovating business plans tailored specifically for restaurants. As a valuable contributor to the team, my responsibilities encompassed providing design assistance, supporting the content team, and cultivating brand concepts. From the inception of a brand, including naming and strategic planning, to its ultimate realization and achievement of predetermined objectives, I played a pivotal role in shaping and guiding the branding process.

Art Director & Designer Alien eyes - Egypt | From Jan. 2017 - to Jan. 2018 | Full-time, On site.

Alien Eyes is a startup with a strong creative vision and passion for innovation. As the Art Director, I was responsible for leading the creative studio, ensuring high-quality execution across various projects. Despite being a startup, we collaborated with renowned clients and worked on major projects both locally and internationally. Their portfolio includes brands such as Microsoft, Vezeeta,

Sharjah Self-Defense Sports Club, Emarat Misr, Al Arabia, Book Any Boat, and Kalba Fort, delivering impactful and strategic creative solutions.

Senior Graphic Designer Hroof.tv - Saudi Arabia | From Jan. 2017 - to Dec. 2017 | Full-time, Remotely.

I was responsible for creating infographics, social media designs, and print materials, ensuring visually engaging and effective communication for various brands. I had the opportunity to work with clients such as Fix infinity, Geeks Valley, Hroof.tv, and others, gaining experience across different industries and refining my skills in both digital and print design.

Senior Graphic Designer Arqqa - Egypt | From April. 2014 - to Dec. 2017 | Full-time, Remotely.

Arqqa was my gateway into the digital world, where I spent three and a half years honing my skills and gaining extensive experience. During my time there, I had the opportunity to work on high-profile projects and collaborate with renowned clients, which significantly shaped my career. I contributed to campaigns and designs for brands such as Fawry, CBC Sofra, Smart Furniture, CIB, One Card, Egypt Post, Lipton, Cottonil, GIZ, Dawi Clinics, American Express, and Ellaithy Auto Group. This experience provided me with deep insights into digital marketing, branding, and creative execution, solidifying my expertise in the field.

Junior Graphic Designer Epsilon marketing solutions - Egypt | From Apr. 2013 - to Apr. 2014 | Full-time, On site.

While attending a Graphic Design Diploma at the Russian Cultural Center, I had the opportunity to work at a startup specializing in offline advertising. This experience allowed me to gain hands-on knowledge in the field, learning the fundamentals of advertising, branding, and visual communication. It was a pivotal moment that marked the beginning of my career in design and creative direction.

Education

Bachelor of Business Management - Ain Shams University, Egypt (2011).

Skills

Soft Skills

- Teamwork
- Communication
- Time management
- Problem solving
- Leadership
- Creativity
- Flexibility
- Decision making

Technical Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premier Pro
- Microsoft Office
- Wordpress
- Figma

Marketing & Branding Skills

- Branding strategy
- Branding identity
- Social media marketing
- Marketing strategy
- UI-UX design (Web & Mobile)
- Animation (Intermediate)

Certifications & Training

Graphic Diploma - Russian culture center – 2013
Marketing Fundamentals – Coursera – 2022
Foundation of UX – Coursera – 2023

Languages

Arabic - Native

English - Professional

Spanish - Basic