

AHMED MOHAMED ELSHAZLY

Brand Identity & Product Design Lead · Creative Director

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PROFESSIONAL SUMMARY

Brand identity and product design leader with 10+ years of experience building visual systems, leading creative teams, and driving brand strategy across Egypt, Saudi Arabia, UAE, Kuwait, and Qatar. Rare combination of deep creative craft and commercial thinking – with hands-on experience as Creative Director, Marketing Lead, and Product Owner within the same organisation. Proven track record of building creative departments from scratch, directing multi-channel campaigns for major regional brands, and translating business objectives into compelling design systems across digital platforms and product surfaces.

PROFESSIONAL EXPERIENCE

Creative Director · Mayez Holding – WOW Mart

Aug 2024 – Present

Remote · Libya Market

- Lead end-to-end creative strategy for WOW Mart, an emerging e-commerce platform for home appliances in the Libyan market.
- Own the full brand narrative – from visual identity and campaign direction to digital content and performance creative.
- Collaborate cross-functionally with marketing and product teams to ensure brand consistency across all customer touchpoints.
- Navigating a new and competitive market, building brand awareness and establishing WOW Mart as a credible online destination.

Creative Director → Marketing Lead → Product Owner · AICTEC

Dec 2021 – Jul 2024

Hybrid · Saudi Arabia & Egypt

- Promoted three times within the same organisation – from Creative Director to Marketing Manager to Product Owner – reflecting consistent delivery and expanded trust.
- Built and structured a full marketing department in Egypt from zero: hired and led a 12-person team across content, graphic design, animation, illustration, UI/UX, media buying, and account management.
- Directed brand identity, campaigns, and creative quality across all company products and client-facing work.
- Appointed Product Owner for the company's e-commerce platform – defined product vision, managed backlog, coordinated development sprints, and led vendor negotiations for shipping integrations, SMS gateways, and API partnerships.
- Built and deployed a WhatsApp Business chatbot to automate customer communication at scale.
- Bridged Saudi headquarters and Egypt operations – aligning marketing strategy, sales objectives, and web development across both markets.

Creative Director · Sedra Media

Nov 2020 – Oct 2021

Remote · Egypt

- Led the full creative department of a fast-growing startup agency, managing a team of 3 designers and 2 content creators.
- Oversaw creative strategy, quality control, and client delivery across branding, social media, and campaign work.

Art Director & Designer · Cragus International

Mar 2020 – Oct 2020

Remote · Kuwait

- Specialised in restaurant and F&B brand development – from naming and concept through to brand identity and launch collateral.
- Managed brand strategy from inception to market positioning for multiple clients simultaneously.

Art Director · Mindshare

Sep 2019 – Feb 2020

Freelance Contract · Egypt

- Delivered social media creative and campaign designs for major brands including Alex Bank, Persil, Makwa App, and Castrol Magnatec.
- Contributed to agency pitches and competitive creative briefs.

Art Director & Designer · Olive Advertising

Apr 2018 – Mar 2019

On-site · Egypt

- Led creative direction for restaurant and hospitality clients, developing brand concepts from strategy through execution.
- Managed client relationships and creative briefs across branding, print, and digital deliverables.

Art Director · Alien Eyes

Jan 2017 – Jan 2018

On-site · Egypt

- Directed creative output across local and international accounts for a startup agency with an ambitious client portfolio.
- Key clients included Microsoft, Vezeeta, Sharjah Self-Defense Sports Club, Emarat Misr, Al Arabia, Book Any Boat, and Kalba Fort.

Senior Graphic Designer · Hroof.tv

Jan 2017 – Dec 2017

Remote · Saudi Arabia

- Created infographics, social media content, and print materials for a portfolio of regional brands.

Senior Graphic Designer · Arqqa Agency

Apr 2014 – Dec 2017

On-site · Egypt

- 3.5 years of intensive creative work across Egypt's top brands – the foundation of my career in digital advertising and brand design.
- Key clients: Fawry, CIB, Egypt Post, American Express, Lipton, Cottonil, GIZ, Dawi Clinics, CBC Sofra, Ellaithy Auto Group.

Junior Graphic Designer · Epsilon Marketing Solutions

Apr 2013 – Apr 2014

On-site · Egypt

- First professional role in advertising – learned the fundamentals of branding, print, and visual communication while completing a Graphic Design Diploma.

SKILLS & EXPERTISE

Creative & Brand

- Brand Identity Systems
- Visual Identity & Guidelines
- Logo Design & Wordmarks
- Campaign Creative Direction
- Brand Naming & Strategy
- Art Direction (Digital + BTL)
- Arabic/Bilingual Design
- Packaging & Print
- Motion Direction (Intermediate)

Product & Digital

- UI/UX Design (Web & Mobile)
- Figma – Advanced
- Product Ownership
- Wireframing & Prototyping
- Design Systems
- E-commerce UX
- API & Vendor Coordination
- WhatsApp Business / Chatbot
- WordPress

Leadership & Strategy

- Team Building & Mentorship
- Creative Workflow Management
- Cross-functional Leadership
- Marketing Strategy
- Social Media Strategy
- Competitive Analysis & SWOT
- Client Management
- Brief Writing & QC
- Agile / Sprint Planning

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Microsoft Office Suite
- WordPress
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EDUCATION & TRAINING

Bachelor of Business Management · Ain Shams University

2011

Cairo, Egypt

Graphic Design Diploma · Russian Cultural Center

2013

Cairo, Egypt

Certifications: Marketing Fundamentals – Coursera (2022) · Foundations of UX Design – Coursera (2023)

LANGUAGES

Arabic – Native **English** – Professional **Spanish** – Basic