Ahmed Adel

Art Director | Branding · Creative Direction · Motion

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PROFESSIONAL SUMMARY

Art Director with 6+ years of experience developing creative concepts and visual identities for 10+ brands across the UAE, Saudi Arabia, Kuwait, and Egypt. Founder of a branding studio, leading teams of 2–8 designers and taking projects from concept through client delivery. Recent work includes the Sergas rebrand and new website and a branding project for a Sheikh's office in Fujairah.

SELECTED PROJECTS

- **Sergas (UAE):** brand identity and new website design.
- **POE 2 (Fujairah):** branding project for a Sheikh's office.
- **Other brands:** Raibal (UAE) · MNQA (Kuwait) · Darent (Saudi Arabia) · M Squared (Egypt)

PROFESSIONAL EXPERIENCE

Founder & Creative Director | Notyet Studio

Alexandria, Egypt | 2025 – Present

- Founded and lead a branding and design studio serving clients in the UAE, Saudi Arabia, and Kuwait; delivered work for 10+ brands.
- Set creative direction across identity, campaign, and social projects, developing concepts and visual systems from brief to delivery.
- Led a team of 2–8 designers, reviewing all creative output before client delivery.
- Directed the Sergas branding and new website and the POE 2 branding project in Fujairah.

Senior Designer | Darent App

Saudi Arabia | 2024 – 2025

- Developed visual direction and creative solutions for marketing and advertising campaigns.
- Designed campaign assets, website banners, and email marketing materials.
- Managed design projects from concept development through final execution.

Senior Graphic Designer & Motion Designer | Fisheye Solution

Egypt | 2023 – 2024

- Created static design and motion graphics for digital campaigns across multiple industries.
- Contributed to concept development and end-to-end execution of campaign deliverables.

Graphic Designer | Spots Agency

Egypt | 2022 – 2023

- Designed branding, print materials, and social media visuals for multiple clients.
- Supported campaign, product, and brand photography to strengthen visual content production.

Graphic Designer | Active Media

Egypt | 2020 – 2022

- Created brand assets, editorial layouts, and marketing designs across print and digital.

Junior Graphic Designer | Crest Chemicals

Egypt | 2019 – 2020

- Produced brand assets, editorial layouts, and marketing materials alongside senior designers.

SKILLS

Art Direction · Creative Direction · Brand Identity · Campaign Concepts · Visual Storytelling · Motion Design · 3D Visuals · Team Leadership

Tools: Adobe Photoshop, Illustrator, After Effects (advanced) · Premiere Pro · Figma (working knowledge)

LANGUAGES & EDUCATION

Languages: Arabic (native) · English (professional working proficiency)
Education: Management Information Systems, Abou Qur High Institutes (2019–2023) · Motion Graphics Training, Motion Camp (2021)