

MOHAMED GAMAL

Senior Brand Designer | Creative Strategist | Art Director

Mansoura, Egypt · Egyptian National · Open to Relocation, Hybrid & Remote · Saudi Arabia On-site & GCC Market Experience

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EXECUTIVE SUMMARY

Senior Brand Designer with 7+ years building brands from strategy to market across Egypt and the GCC, including a year on-site in Jeddah. Translates business positioning into visual identities, commercial campaigns, packaging systems, and conversion-focused digital experiences. Current work spans a premium body-skincare brand taken from concept to launch and Saudi client brands including Zid and Omatcha. Combines branding, creative direction, e-commerce, and AI-assisted creative production to help brands launch, grow, and stay consistent everywhere customers meet them.

CORE EXPERTISE

Brand & Strategy — Brand Building · Brand Strategy · Creative Strategy · Visual Identity Systems · Design Systems · Brand Guidelines · Positioning

Direction & Concept — Creative Direction · Art Direction · Creative Leadership · Concept Development · Visual Storytelling · Photography Art Direction

Design Craft — Graphic Design · Visual Design · Layout & Composition · Typography · Editorial Design · Image Retouching

Campaigns & Marketing — Campaign Development · Multi-channel Campaigns · Marketing Design · Product Launch · Event Branding · Environmental Graphics

Packaging & Print — Packaging Design · Print-ready Artwork · Pre-press & Print Production · Large-format Production · Collateral Design

Digital & E-commerce — E-commerce Design · Shopify · Website Design · Product Page Design · Performance Marketing Creatives · Paid Social (Meta, TikTok)

AI Creative Production — AI Creative Workflows · Prompt Engineering for Creative Production · AI Image Generation · Creative Automation · Ad Policy Compliance

Software & Tools — Adobe Photoshop · Adobe Illustrator · Adobe InDesign · Adobe Creative Cloud · Figma · Shopify · Midjourney · Flux · ChatGPT · Claude

Collaboration & Delivery — Project Management · Cross-functional Collaboration · Stakeholder & Client Communication · Cross-cultural Collaboration · Creative Operations

PROFESSIONAL EXPERIENCE

PURPLE CAMEL

Creative Lead — Brand Strategy

Growth consultancy serving Saudi Arabia and the wider region · 2025 – Present · Remote / Hybrid

- Own brand and creative strategy across client engagements, turning commercial targets into positioning, identity systems, and campaign work.
- Direct brand and creative work for Saudi and GCC clients including Zid, Omatcha, Safeside, and Ribal, adapting concepts for regional audiences, language, and platform requirements.
- Set the creative systems and design standards that keep client brands consistent across paid media, e-commerce, and lifecycle marketing.
- Built the consultancy's AI creative production workflow, covering prompt architecture, model selection, and quality control, so small teams can produce enough creative to test properly without drifting off-brand.
- Delivered the creative strategy frameworks behind Zid's 1 Million Club, a program built to equip 1,000 Saudi entrepreneurs to reach their first SAR 1M in sales, which later contributed to Zid Academy's first full e-commerce track.
- Advise founders and marketing leads from brief to delivery, setting the creative direction and standards that keep output consistent as teams grow.

LOVIE

Brand & Creative Lead

Premium body-skincare brand · 2025 – Present

- Own the brand end to end with its founder, from product concept to launch, across visual identity, packaging, the online store, and go-to-market creative.
- Defined the visual identity and the creative direction standards behind it, covering palette, light, materials, skin rendering, and composition.

- Led packaging design across the range, taking artwork from concept to print-ready specification.
- Directed the Shopify storefront, including product page design, section architecture, and conversion-focused layout.
- Set the product and lifestyle photography direction, benchmarked against Rhode, Nécessaire, and Aesop.
- Own paid social creative for Meta and TikTok, built on a format and variant system that makes structured testing possible across the funnel.
- Standardized ad production into a twelve-format, four-model AI system with 36 documented creative variations, covering prompt architecture, art direction, retouching, QA, and ad policy compliance, so the team ships on-brand paid social without rebuilding each asset.

WORTH CREATIVE AGENCY

Senior Graphic Designer

Creative agency · September 2024 – October 2025 · Jeddah, Saudi Arabia (On-site)

- Delivered branding and campaign work on-site in Jeddah for Saudi and GCC clients, running several accounts at once.
- Ran large-scale event branding: environmental graphics, signage, stage and booth applications, and supporting collateral, from concept through on-site production.
- Owned campaign rollout across print, digital, out-of-home, and social, keeping the core idea intact in every format.
- Managed print production end to end, from specification and material selection to pre-press checks on large-format output.
- Presented and worked directly with Saudi clients in both Arabic and English.

OQAB LLC

Senior Graphic Designer — Remote Contract

Saudi Arabia (Remote) · August 2024 – January 2025 · Six-month contract held concurrently with Worth Creative Agency

- Delivered brand and marketing design for a Saudi business on a six-month remote contract held alongside the Worth Creative Agency role.
- Owned brand application across digital and print campaign assets, working remotely with the in-house team.

CODEBASE AGENCY

Senior Graphic Designer

Creative agency · 2021 – 2023

- Led design across agency client accounts, covering brand identity, marketing campaigns, and digital assets.
- Developed identity work and brand collateral from concept to production-ready artwork, adapting concepts between print and digital.

SMASH EGYPT

Graphic Designer

Egypt · 2018 – 2021

- Took brand, marketing, and promotional work from brief to production-ready artwork across print and digital.
- Prepared print-ready files and coordinated specifications with suppliers, adapting campaign creative across social, print, and promotional formats.

EDUCATION

Bachelor of Business Administration — English Section

Mansoura University · Mansoura, Egypt

LANGUAGES

Arabic — Native · English — Professional Working Proficiency