AHMED MAHMOUD ELMASRY

SENIOR GRAPHIC DESIGNER | ART DIRECTOR | MULTIMEDIA CONTENT

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PROFESSIONAL PROFILE

Dubai-based Senior Graphic Designer and Art Director with 10+ years of experience across the UAE, Saudi Arabia and Egypt. Builds brand identities, campaign key visuals and content systems for luxury, healthcare, automotive and lifestyle brands. Combines advanced graphic design with motion graphics, video, photography, creative direction and AI-assisted production to deliver premium work across digital, social and print. Experienced in translating briefs into high-impact visuals, collaborating cross-functionally and managing multiple projects in fast-paced, deadline-driven environments.

10+ YEARS EXPERIENCE | ARABIC + ENGLISH | READY TO JOIN | **97K+ BEHANCE VIEWS**

CORE EXPERTISE

Brand Identity & Guidelines • Campaign Key Visuals • Digital & Print Design • Social Media Creative • Art Direction • Motion Graphics • Video Editing • Photography & Videography • Luxury Brand Storytelling • Creative Project Management • AI-Assisted Production

PROFESSIONAL EXPERIENCE

BELLA ROSE MEDICAL CENTER — Feb 2026 - Present

ART DIRECTOR & CONTENT PRODUCER (PROJECT-BASED) | Dubai, UAE

- Lead art direction, campaign concepts, key visuals, content systems and social templates for a premium aesthetics and healthcare brand.
- Direct photography and videography, then deliver short-form edits, motion graphics and color-finished content across organic and paid channels.
- Collaborate with clinicians and marketing stakeholders to turn technical services into clear, audience-focused visual campaigns.

BE YOU CLINIC — Nov 2025 - Jan 2026

ART DIRECTOR / GRAPHIC DESIGNER / VIDEOGRAPHER / VIDEO EDITOR | Dubai, UAE

- Managed end-to-end creative production from brief and concept through design, filming, editing, motion graphics and final delivery.
- Produced multi-format social, advertising and print assets under tight timelines while protecting brand consistency and visual quality.

NOOR AL MAMZAR MEDICAL CENTER — 2024 - 2025

MARKETING ART DIRECTOR / SENIOR GRAPHIC DESIGNER | Dubai, UAE

- Led visual materials and campaign systems, creating key visuals, advertising assets, social graphics, print collateral and reusable templates.
- Worked across marketing and production stakeholders, reviewing creative output to maintain consistency and high design standards.

EARLIER EXPERIENCE

MUSHROOM AGENCY FOR DIGITAL MARKETING — 2022 - 2024

FOUNDER & CREATIVE DIRECTOR | Egypt / Remote

- Directed brand identity, advertising, social media, content and video projects for clients across multiple industries.
- Led workflows from client brief and concept through production and delivery, managing priorities, creative quality and collaboration.

TREFEL DIGITAL MARKETING — 2019 - 2023

SENIOR GRAPHIC DESIGNER / ART DIRECTOR | Egypt / Remote

- Developed brand identities, campaign visuals, social content, marketing collateral and motion-led creative concepts.
- Adapted master artwork across channels and collaborated with content and marketing teams to deliver accurate work against deadlines.

DAILY MEDICAL INFO — 2017 - 2019

SENIOR GRAPHIC DESIGNER | Dubai, UAE / Remote

- Produced editorial graphics, medical infographics, campaign assets and social media content for a high-frequency digital platform.
- Translated complex health topics into accessible visual stories and partnered with editorial and marketing teams on daily publishing schedules.

SELECTED BRAND & INDUSTRY EXPERIENCE

CarDip UAE • Baniyas Motors • Porsche Club Events • Seat Egypt • Car Zone • Golden Road • Car One • Autocar

TECHNICAL TOOLKIT

Design: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom
Motion & Video: Adobe After Effects, Adobe Premiere Pro, motion graphics, editing, color grading
Creative Production: Branding, key visuals, digital campaigns, print collateral, photography, videography, social content
Digital & Emerging: UI/UX design, content strategy, AI-assisted image and video production workflows

EDUCATION

Bachelor of Laws (LL.B.) | Faculty of Law, Zagazig University, Egypt | 2013