

MOHAMMED AL MAGHRABEY

ART DIRECTOR | BRAND, CAMPAIGNS & VISUAL COMMUNICATION

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PROFILE

Art Director with 15 years of experience that began in printing houses and prepress before moving into brand identity, campaigns, presentation systems, team leadership and visual production. I approach each assignment as a working system: a clear idea, disciplined grid, confident typography and production-ready execution. Known for staying reliable under pressure and finding practical ways to make complex work faster without lowering the standard.

CORE EXPERTISE

Art Direction | Brand Systems | Campaign Design | Social Media | Presentation Design | Typography & Grid Systems | Team Leadership | Motion & Video | Print Production

PROFESSIONAL EXPERIENCE

ART DIRECTOR

Al Manea - Riyadh, Saudi Arabia | 2025-Present

- Direct campaign concepts and execution across retail, social media, video and promotional communication.
- Lead the visual quality of brand communications while coordinating ideas, production and delivery under fast retail timelines.
- Film and edit product launches, events and campaign reels using Premiere Pro and After Effects.

SENIOR GRAPHIC DESIGNER

Al Fares for Studies and Research / Deem Development - Saudi Arabia | 2024-2025

- Designed strategic presentations, identities and visual systems for tourism and development initiatives.
- Built large presentation systems for Wadi Al Disah, The Red Sea and Al Soudah, translating dense content into clear visual narratives.

GRAPHIC & PRESENTATION DESIGNER

Maximus Gulf - Saudi Arabia | 2023-2024

- Co-developed a 150-page presentation for Tamkeen Clinics under a compressed production schedule.
- Created the project's visual language, logo, layouts and hand-drawn elements; the final presentation helped secure the project.

GRAPHIC DESIGNER

Olympia Oman - Oman | 2021-2023

- Produced branding, campaign and digital assets for varied audiences, with close attention to consistency and production readiness.

EARLIER EXPERIENCE

GRAPHIC DESIGNER

Shoair Studio - Cairo, Egypt | 2020-2021

- Worked on identity and campaign projects for Palm Hills, Koshary Ramses, STC and Basqat, and contributed to the Arabic Logos Book.

TEAM LEADER

G-Empire - El Mahalla El Kubra, Egypt | 2018-2020

- Led a five-designer team and delivered more than 10 campaigns for restaurant brands including Panino, The Bun, Dixi and Al Kera.

PRINT PRODUCTION & PREPRESS

Various Printing Houses - Egypt | 2011-2018

- Built practical knowledge of materials, measurements, color preparation, finishing and the path from screen to physical output.

SELECTED PROJECT IMPACT

- Designed presentation systems exceeding 150-200 slides for healthcare, tourism and development projects.
- Created a 3D representation to communicate the future development vision for Wadi Al Disah.
- Delivered the complete presentation design for Tamkeen Clinics; the successful pitch supported the company in winning the project.
- Previously taught Adobe Photoshop and Illustrator in professional training academies.

DESIGN AUTOMATION & PROPRIETARY TOOLS

- Adaptive Layout Resizer - an Illustrator script that produces multiple campaign sizes from a master composition while preserving visual hierarchy.
- Universal Grid Builder - a script for creating accurate, repeatable grid systems across formats.
- Retail Catalog Builder - a completed, working application for product offers and promotional catalogs, streamlining product data, pricing, layouts and final output.
- Together, these tools show a systems-thinking approach: reduce repetitive work, protect standards and give designers more time for decisions that matter.

TOOLS & PROFESSIONAL SKILLS

Expert: Photoshop, Illustrator, CorelDRAW, PowerPoint | Advanced: Premiere Pro, InDesign, After Effects | Working knowledge: Cinema 4D, generative image and video tools, compositing and post-production.

Team Leadership | Concept Presentation | Creative Problem Solving | Collaboration | Time Management | Production Supervision | Continuous Learning

EDUCATION

Arts / Media - 2011

King Mariout Higher Institute for Literary Studies

LANGUAGES

Arabic - Native | English - Basic

TRAINING & CERTIFICATIONS

Official Adobe training and certificates in Photoshop, Illustrator, Premiere Pro and After Effects. Apple-authorized Final Cut Pro 7 training, plus further study in illustration, logo design, product visualization, digital marketing, Arabic calligraphy, Cinema 4D and VFX.