AHMED MORGAN

ART DIRECTOR | BRAND IDENTITY & CREATIVE DESIGN

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PROFESSIONAL SUMMARY

Art Director and multidisciplinary graphic design professional with 15+ years of career experience beginning in 2011. Expertise spans brand identity, visual campaigns, exhibition branding, event production, digital content, and hands-on creative execution. Experience also includes founding and managing a creative agency, leading teams, overseeing on-site implementation, and coordinating client projects. Practical 3D visualization experience using Blender since 2024.

CORE COMPETENCIES

Art Direction | Brand Identity | Corporate Branding | Graphic Design | Social Media Design | Campaign Creative | Exhibition Graphics | Booth Branding | Events & On-site Production | Creative Quality Control | Client Management | Team Leadership | Print Production | Website Design | 3D Visualization

PROFESSIONAL EXPERIENCE

Art Director | ISST / Fiber Ocean — Egypt, UAE & Saudi Arabia | 2024–Present

- Serve as the primary design owner for ISST and Fiber Ocean, supporting brand communications across Egypt, Dubai, and Saudi Arabia.
- Develop and implement brand identity applications, social media visuals, marketing collateral, and website design assets.
- Design exhibition graphics and booth branding, and supervise on-site booth execution for Tour Exchange, Egypt Energy, and Middle East Energy, coordinating production and installation.
- Produce 3D visualizations with Blender and integrate rendered assets into presentations and marketing materials.
- Oversee the creative process from initial design through final production and execution.

Founder & Managing Director | Amra House — Egypt | 2019–2024

- Founded and managed an agency providing branding, digital marketing, social media, events, and exhibition booth services.
- Directed agency operations and coordinated a multidisciplinary team responsible for creative and marketing delivery.
- Managed client relationships, project requirements, and communication alongside the sales team.
- Supervised field representatives and on-site execution of event and exhibition projects; delegated hands-on design to the creative team.

Partner & Graphic Designer | We cube — Egypt | 2017–2019

- Created graphic designs, brand identity applications, social media content, digital marketing visuals, and exhibition booth artwork for client projects.
- Collaborated with a dedicated 3D designer to translate approved designs into exhibition graphics.
- Applied graphics to physical booths and participated in on-site installation and production.

Senior Graphic Designer | Al Motamayez Advertising Agency — Saudi Arabia | 2016 – 2017

- Designed advertising campaigns, social media content, and visual communication assets.
- Worked with a creative team and participated in design review and quality assessment alongside account and social media colleagues.

Graphic Designer | Spelenzo Advertising Agency — Egypt / Saudi Arabia | 2011–2015

- Joined in a junior capacity and progressed in graphic design, producing advertising, social media, and campaign materials.
- Collaborated with colleagues on visual production and delivery for client accounts.

TECHNICAL SKILLS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere Pro | Adobe After Effects | Adobe Media Encoder | Blender | WordPress | Elementor | HTML/CSS | PHP | MySQL | Generative AI Tools

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Introduction to 3D Visualization — almentor | Mar 2026

Performance Marketing Program — Hive Analytics | Sep 2024

Social Media Ads for Busy Entrepreneurs — almentor | Jan 2024

Logo Design — almentor | Nov 2023

Digital Marketing Diploma — eMarketing Egypt | Nov 2019

Professional Diploma in Graphic Design (84 Hours) — YAT Learning Solutions | 2010

PHP & MySQL — Computek Training Center | 2011–2012

EDUCATION

Bachelor's Degree in Management Information Systems — Shorouk Academy | 2007–2012

LANGUAGES

Arabic — Native | English — Working Proficiency