

MOSTAFA SAMIR

Art Director – Brand Identity, Packaging & Motion

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NATIONALITY Egyptian BORN 14 Feb 1996 MARITAL STATUS Married
AVAILABILITY Open to relocation across the GCC · Requires employment visa sponsorship

PROFILE

Art director and creative team lead with **six years** building brand identity systems end to end – symbol design and construction, bilingual Arabic/English type systems, packaging, retail and OOH – and leading the teams that execute them. Built complete identities across optical retail, dental healthcare, FMCG and fashion, and currently lead a team of six designers across three brands. Specialist in Arabic-first visual systems that hold up across print, packaging, social and motion.

SELECTED WORK

Full case studies at behance.net/mostafasamir1

Naqaa Al Ain · Optical retail · Full brand identity

Complete rebrand of an eyewear and optical-care retailer positioned between healthcare trust and fashion-led elegance. Built the mark from Arabic ayn letterform and lens geometry, defined a five-tone palette and a bilingual type system (DIN Next Arabic / Montserrat), and authored the full guideline set – lockup family, clear-space rules, minimum print and digital sizes. Extended into packaging, retail environment, social and OOH.

Smileno · Dental clinic · Identity & applied system

Family-dentistry identity built on a single symbol resolving four ideas – parents, tooth, smile, child. Obsidian and champagne-gold system applied across stationery, bilingual business cards, prescription pads, medical history forms, uniforms, interiors, social and outdoor.

Degla Meat · FMCG · Packaging system

End-to-end packaging line from logo construction through sticker and label system, paper and plastic bags, family box and tray sleeves, plus the supporting social campaign.

Teeka · Character system & motion

Designed a four-character brand world – Tiko, Kiki, Bubi and Choco – from development sketches through storytelling system, storyboards and final motion delivery.

Mahra · Fashion · Brand identity

Identity for a contemporary Egyptian hijab and scarf brand. Built the symbol from the Arabic meaning of the name, with the mane drawn as flowing fabric so the product lives inside the mark.

Al-Akhdar Hayah · Environmental awareness campaign

Multi-channel public awareness campaign: identity system, Arabic-led messaging framework and OOH, translating an environmental message into one consistent visual language from mobile screen to roadside.

EXPERIENCE

Senior Graphic Team Lead · Mo Group

Jan 2025 - Present

FMCG – chocolate, soft and hard candy manufacturer · Cairo, Egypt

- Lead creative operations across three brands – Teeka, Relevant and DayLive – managing a team of six designers.
- Own brand visual systems and campaign development from concept through delivery across digital, print and OOH.
- Direct motion graphics, advertising and social content production.
- Partner with marketing and operations on campaign KPIs and delivery planning.

Graphic Design Team Lead · Joy & Roy

Jan 2024 - Dec 2024

Women's retail – bags and shoes · Cairo, Egypt

- Directed team workflow and enforced brand consistency across all output.
- Led seasonal and promotional campaign execution.

Senior Graphic Designer · Naqaa Al Ain for Optics

Jan 2023 - Dec 2023

Optical retail · Cairo, Egypt

- Delivered the full brand identity system – mark, palette, bilingual typography and guidelines – and extended it across packaging, retail and campaign applications.

Senior Graphic Designer · Loolit Lingerie

Aug 2020 - Dec 2022

Fashion retail · Cairo, Egypt

- Managed brand campaigns end to end across seasonal and promotional cycles.
- Produced motion graphics for social and advertising channels.

SKILLS

Brand & identity Identity systems · logo construction & symbol design · brand guidelines authoring · Arabic/English bilingual visual systems · Arabic typography & lettering · packaging design · retail & environmental branding · OOH

Motion & content Motion graphics · storyboarding · character design · video production · social content systems

Leadership Creative team leadership · art direction · workflow & process design · cross-department coordination · campaign project management

Tools Adobe Photoshop, Illustrator, After Effects, Premiere Pro, InDesign · Figma

AI in production Higgsfield · Freepik Spaces · Google Gemini · Leonardo · Claude

EDUCATION

Bachelor of Graphic Design

Helwan University, Cairo · 2015 - 2020 · GPA 4.0 / 4.0

LANGUAGES

Arabic – native

English – fluent