

Ammar Ahmed

Art Director & Senior Graphic Designer

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PROFILE

Art Director and Senior Graphic Designer with 10 years in branding, visual identity systems, campaigns and key art. Has led multidisciplinary creative teams of designers, video editors, motion designers and content creators, and uses AI tools alongside design fundamentals to work faster and at lower cost.

SELECTED WORK

- **Cottonil:** rebrand, 76 pages of brand guidelines, and the campaigns built on them.
- **Hamza Namira:** GRAMMY® for-your-consideration campaign and album key art.
- **Creator cover systems:** thumbnails and covers for Seif Hanno, Meshref, Mostafa Zoheer and Mohamed Galal, with more than 115 million views on the covers.
- **Mohamed Ramadan, Beep Beep:** single artwork; 1,026,268 views one day after release.
- **Brand identities:** Élué, Retention Gurus, Snap Post Production.

EXPERIENCE

- Art Director · HBBAH

2026 – Present

 - Lead a creative team of a graphic designer and video editors.
 - Art direction for client brands, including Deira Rahhal, Smart Coffee and Rughfan.
- Art Director · Art Vision

2024 – Present

 - Lead a team of content creators, graphic designers and video editors.
 - Built the agency's brand identity system, including tone of voice and visual direction.
 - Lead creative campaigns, including the Cottonil rebrand and campaigns, Hamza Namira key art and creator cover systems.
 - Designed internal guidelines and scalable visual templates.
- Art Director · Storia

2024 – 2025

 - Led design strategy and visual storytelling for GCC-focused children's content.
 - Led a team of designers, a content creator, a video editor and a motion graphics designer.
 - Introduced AI tools to optimise concept design, execution and consistency.
- Senior Graphic Designer · Honesty Chemicals

2020 – 2023

 - Oversaw corporate design output across digital and print channels.
 - Managed junior designers and ensured cohesive brand visuals across departments.
 - Worked closely with marketing and business teams to align visuals with commercial goals.
- Co-Founder · The 12 Studio

2017 – 2019

 - Directed creative development for media visuals, campaign art and posters.
 - Built design language and workflows for multidisciplinary visual projects.
- Freelance Graphic Designer

2016 – 2017

 - Created brand visuals and social media content for small clients and startups.

SKILLS

- Art direction and creative strategy
 - Branding and visual identity systems
 - Graphic design for social media and ads
- Poster design and typography
 - Thumbnail and cover systems
 - Team leadership and collaboration
- AI-enhanced creative process

TOOLS AND LANGUAGES

Adobe Creative Cloud (Photoshop, Illustrator) · Adobe Firefly · Higgsfield · Claude · ChatGPT · Midjourney · Freepik
Arabic, native · English, fluent

EDUCATION

- Bachelor of Sharia and Law · Al-Azhar University

2022
- ICDL, Ministry of Youth, 2017 · Certificates in English and Human Resources, Ministry of Youth, 2018