MOHAMED METWALLY

Art Director / Creative AI Art Director

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EXPERIENCE

Creative AI Art Director

10/2025 - Present | Saudi Arabia - Remotely

Skillup MENA | E-learning

- Elevated UI/UX Quality Across 10+ Educational Platforms: Significantly improved interface design, visual consistency, and user experience across more than 10 educational websites and digital learning platforms, strengthening the quality and professionalism of the company's digital learning services.
- Enabled a New Custom Platform Development Business Line: Played a key role in expanding SkillUp MENA's service offering beyond its existing standardized learning platform, helping establish the capability to design and develop fully customized, client-branded educational platforms as independent digital products.
- Led End-to-End Corporate Website Development: Designed and developed the company's official website, integrating creative direction, UI/UX design, and technical implementation to establish a more professional, cohesive, and technically robust digital presence.
- Integrated AI-Powered Creative Workflows: Incorporated generative AI into design and content production workflows to improve efficiency, accelerate creative execution, and maintain high visual standards across marketing assets and digital content.
- Expanded Creative Production Across Multiple Channels: Delivered branding, marketing graphics, motion graphics, video content, and AI-generated visuals, broadening the company's creative capabilities and supporting its digital marketing initiatives.
- Unified Creative Direction Across Digital Touchpoints: Applied consistent art direction and design principles across educational platforms, corporate web experiences, and marketing communications to reinforce brand consistency and elevate perceived product quality.
- Connected Design Excellence with Business Growth: Combined expertise in art direction, UI/UX, web development, and generative AI to help transform creative and technical capabilities into expanded service offerings and new opportunities for customer acquisition.

Art Director

08/2023 - 08/2025 | Saudi Arabia - Onsite

Al-Mareiyah Advertising & Signage

Advertising and Signage company

- Led creative direction for high-profile signage projects in both government and private sectors.
- Oversaw complete production cycle including design, fabrication, and quality assurance.
- Managed communication with clients, suppliers (local and China), and internal teams.
- Optimized design workflows, achieving a 40% increase in efficiency by integrating multi-software expertise (AutoCAD, Blender, Lumion, and InDesign).

Senior UI/UX Designer then Junior Art Director

Aldar International Co

05/2020 - 07/2023 | Kuwait - Remotely

International Company specializing in Web Development Services

- Enhanced UI/UX design for web and mobile applications in multiple industries.
- Supervised design department, assigned tasks, and mentored junior designers.
- Spearheaded user-centric solutions aligned with business objectives.
- Took ownership of responsibilities in supervising design teams
- Spearheaded UI/UX design standards, leading to a 30% increase in client acquisition and a 25% improvement in client retention by delivering enhanced visual identity, user-friendly mobile applications, and ERP/accounting modules.

SUMMARY

Multidisciplinary Art Director, Senior UI/UX Designer, and Senior Graphic Designer with 15+ years of creative leadership experience across the GCC. Demonstrated expertise in brand development, integrated advertising, signage production, and digital product design.

Highly skilled in crafting impactful brand identities, intuitive user interfaces, and seamless digital experiences that align with business goals and drive measurable engagement. Proficient in translating complex business requirements into functional, visually compelling solutions across web, mobile, and print platforms.

Proven track record of collaborating with agencies, startups, and leading brands to deliver design strategies that achieve tangible results. Strong background in uniting design strategy, creative direction, and execution to solve business challenges and elevate brand presence.

PROFESSIONAL HIGHLIGHTS

Team Leadership & Design Strategy
Proven track record of leading cross-functional creative teams, driving design strategies that deliver impactful visual solutions and elevate user experiences across digital and print platforms.

UI/UX & Human-Centered Design
Expert in applying user-focused methodologies, including wireframing, prototyping, and usability testing, to design intuitive, accessible, and engaging digital interfaces.

Agile Execution & Quality Assurance
Consistently deliver high-quality projects under tight deadlines, balancing creativity with technical precision while exceeding client expectations.

Technical Drafting & AutoCAD
Proficient in producing accurate technical drawings, architectural layouts, and production-ready design documentation using AutoCAD.

3D Visualization & Motion Design
Advanced expertise in 3D modeling, texturing, lighting, and animation to create photorealistic product visualizations, architectural renders, and motion graphics.

Web Design & Development
Skilled in designing and deploying dynamic websites using WordPress, with hands-on knowledge of HTML, CSS, and JavaScript for responsive front-end development.

Print Production & Color Management
Comprehensive knowledge of print production workflows, paper selection, and advanced color management systems to ensure flawless output and brand consistency.

Motion Graphics & Video Production
Experienced in crafting cinematic motion graphics, video edits, and branded content using Adobe After Effects and Premiere Pro to enhance visual storytelling.

AI-Enhanced Creative Workflow
Innovative integration of AI tools to accelerate design processes, automate repetitive tasks, and unlock new creative possibilities.

Signage Design & Fabrication
In-depth expertise in signage design and manufacturing processes, materials engineering, and 3D visualization to deliver production-ready solutions.

Social Media Branding & Content Design
Specialized in designing high-performing, platform-optimized social media visuals that strengthen brand identity and drive audience engagement.

Senior Graphic Designer

03/2019 - 05/2020 Egypt - Onsite

Elhassan & Elhussien Group

Company focused on food and hospitality branding

- Developed branding and packaging designs for food and hospitality brands
- Designed brand identities and marketing posts
- Redesigned product packaging and brand identity for food and hospitality lines, driving a 20% increase in product sales and boosting customer engagement across restaurant branches through consistent visual branding.

Graphic Designer

03/2018 - 03/2019 Egypt - Onsite

Egyptian Armed Forces (Military Service)

Military organization providing defense services

- Designed internal publications, event materials, and visual communication for military events
- Delivered 200+ design projects for military events under strict deadlines, achieving a 95% on-time completion rate while strengthening leadership skills, adaptability, and efficiency in high-pressure environments.

Graphic Designer & Social Media Specialist

11/2015 - 01/2018 Egypt - Onsite

SharkiaToday & Daily Medical Info

Media organizations providing news and information

- Designed social media campaigns and visual content.
- Developed marketing strategies and audience engagement plans.
- Created post content and managed cross-platform social media activities.
- Responsible for handling all social media accounts' activities.

Chemical Analyst at omega labs & Medical Rep.

05/2012 - 03/2015 Egypt - Onsite

Medical Field Marketing

Medical Labs

- Besides training as a Chemical Specialist, since it was my educational specialty, also volunteered in both online and offline marketing activities.

Junior Graphic Designer (Freelancer)

2010 - 2015 Egypt

Freelance graphic designer & Medical Laboratory Specialist

- Alongside my educational journey, Stepped my first steps in graphic designing as a junior graphic designer freelancer, gaining practical experience and developing

DESIGN TOOLS & SOFTWARE

Adobe Creative Suite, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe After Effects, Adobe Premiere Pro, Figma, Blender, Quark, WordPress, HTML/CSS/JS (basic), chat GPT, Claude, Ai tools (Creative generation and coding)

LANGUAGES

Arabic	Native	●●●●●
English	Proficient	●●●●○

EDUCATION

Faculty Of Science - Zagazig University

department of physics and chemistry.

Graduation Year : 2017

CORE SKILLS

Creative Leadership & Art Direction: Art Direction, Creative Direction, Visual Strategy, Visual Concept Development, Creative Vision, Brand Strategy, Brand Identity Design, Branding, Brand Alignment, Design Oversight, Creative Team Leadership, Design Quality Control.

UI/UX & Digital Product Design: UI/UX Design, User Experience (UX) Design, User Interface (UI) Design, User-Centered Design, UX Research, Wireframing, Interactive Prototyping, Digital Product Design, Responsive Web Design, Design Systems, UI Consistency, Accessibility Design, Educational Platform Design.

AI & Creative Technology: Generative AI, AI-Assisted Design, AI-Powered Creative Workflows, AI-Generated Visual Content, AI-Enhanced Content Production, Creative Workflow Optimization, AI-Assisted Visual Development, Digital Content Creation.

Branding, Graphic Design & Visual Communication: Visual Identity Systems, Graphic Design, Marketing Design, Campaign Development, Marketing Collateral, Packaging Design, Illustration, Product Illustration, Editorial Design, Layout Design, Desktop Publishing, Digital Media, Visual Storytelling, Photography, Art and Image Direction.

Motion Graphics & Multimedia Production: Motion Graphics, Video Editing, Multimedia Design, Video Content Production, Digital Campaign Assets, Visual Effects, Creative Content Production.

Web Design & Digital Experience Development: Website Design, Corporate Website Development, UI Implementation, Website Optimization, Technical Design Collaboration, Custom Educational Platform Development, Client-Branded Digital Products.

Leadership, Strategy & Project Management: Creative Team Leadership, Stakeholder Management, Cross-Functional Collaboration, Project Management, Project Planning, Project Timelines, Budget Management, Design Reviews, Problem Solving, Critical Thinking, Strategic Thinking, Communication, Feedback Implementation, Time Management, Quality Assurance.

MEASURABLE ACHIEVEMENTS

Led multidisciplinary design teams on 15+ high-profile signage projects across Saudi Arabia and Kuwait, ensuring on-time and on-budget delivery, which increased client satisfaction by 20%.
Spearheaded UI/UX redesigns for 10+ web and mobile applications, improving user engagement metrics by 35%.
Managed branding and packaging design for 5 new restaurant chains, boosting brand recognition and customer acquisition by 25%.
Participated in integrated marketing campaigns (online and offline), growing social media followers by 40% and offline event attendance by 30%.
Reduced project turnaround time by 15% through streamlining design workflows and enhancing team efficiency without compromising quality.
Applied AutoCAD and 3D modeling skills, reducing prototype errors by 25% and speeding up client approvals.
Produced 20+ multimedia campaigns using motion graphics and video editing tools, increasing video content engagement by 50%.
Implemented AI-based design tools to optimize workflows, raising design productivity by 20% and accelerating iteration cycles.
Created high-quality print materials with precise color management and paper selection, reducing print errors by 30% and lowering production costs.
Designed and modeled signage aligned with manufacturing specifications, improving production efficiency by 18% and reducing material waste.