

WALID NASSER MOHAMED

Art Director | Brand Building & Integrated Campaigns | Design & AI-Integrated Media Educator

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PROFESSIONAL PROFILE

Art Director with 13+ years of experience shaping brands and leading integrated campaigns across the UAE, Saudi Arabia, Egypt and Qatar. Connects business objectives with creative direction, leading work from early planning through execution across digital and OOH, events, partnerships, packaging and cinematic content, while working directly with senior stakeholders and cross-functional teams. Has also trained 2,000+ learners and in-house teams across universities, major companies, government entities and professional institutions in Arabic and English. Uses AI selectively within broader design, motion and post-production workflows, reducing production costs by up to 70% and execution time by 50% on selected projects without compromising hands-on creative control.

SELECTED RECENT HIGHLIGHTS

- **Integrated Campaigns, 360-Degree Rollouts & Strategic Partnerships:** Led multi-channel campaigns, event communications and partnership-led activations across banking, real estate and major business events for Ajman Bank, Amwaj Development, Wasl and WORLDEF Dubai - a leading e-commerce and retail gathering in the region. Work across the portfolio spanned digital, social, large-scale OOH, launches and activations, including an ongoing Ajman Bank portfolio since 2023 and three major 360-degree campaigns delivered across 2025-2026.
- **DAFZ 30th Anniversary & Six-Event Programme (2026):** Led the full creative direction for the anniversary, personally designing the anniversary logo and developing the identity and visual system before directing its rollout across social media, website, event environments and activations; partnerships included Forbes Middle East, Economy Middle East, Emirates and Red Bull.
- **Joe & The Juice Spain Launch:** Directed and delivered an integrated launch campaign from promotional advertising through social content and reels, establishing the new visual direction and full campaign rollout ahead of launch.
- **GITEX & Forbes Sustainability Event 2025:** Contributed creative work showcased at GITEX, demonstrating the role of artificial intelligence within contemporary design and visual communication; also delivered visual design work for the Forbes Sustainability Event 2025 x Ajman Bank aligned with the UAE Net Zero 2050 vision.
- **Falcon Eye - UAE Ministry of Defence (Beladi Center):** Led end-to-end creative direction and production for a delivered cinematic institutional production, covering concept, storyboards, visual development, motion, selective AI-assisted asset creation, editing and continuity.
- **Khalid ibn Al-Walid - Historical Filmmaking:** Leading the ongoing creative direction and end-to-end visual production for a historical film written by screenwriter Fedaa El Shandawily and produced by Omar Bahgat Kamar, with 360 Events providing production supervision and co-production. Approved by Al-Azhar Al-Sharif, the film is currently being pitched to leading streaming platforms, including Shahid and Netflix, for potential distribution and licensing, while production continues across shot design, character and world development, motion, editing and continuity.

WORK EXPERIENCE

The Name Agency (Dubai, UAE)

CREATIVE DIRECTOR

Sep 2025 - Present

ART DIRECTOR

Mar 2023 - Aug 2025

Government, Free Zones & Destinations: Dubai Airport Freezone (DAFZ), Dubai Design District (D3), Dubai CommerCity (DCC), Dubai Free Zones Council (DFZC) and Fujairah New Airport.

Banking, Real Estate, Retail & Events: Ajman Bank, Amwaj Development, Wasl, Sephora, Karen Wazen, WORLDEF Dubai, ERA, Lund and Rotana Media Services.

- Lead creative teams and cross-functional delivery across government, banking, real estate, retail, F&B and business-event accounts, taking briefs from strategic direction and concept development through multi-channel rollout and production.
- Directed identity and brand-system development for government and commercial accounts including Dubai CommerCity, Dubai Free Zones Council, Fujairah New Airport and ERA, aligning creative expression with positioning and audience needs.
- Directed integrated digital and large-scale OOH campaigns for Ajman Bank and Amwaj Development, contributing to an 83% increase in engagement across selected campaigns based on performance reports.
- Designed Ajman Bank credit and debit card products linked to a reported 20% increase in customer acquisition.
- Serve as a direct creative partner to senior client stakeholders, translating business and campaign objectives into creative strategy, visual direction and actionable delivery while sustaining a 95% satisfaction rate in quarterly KPI evaluations.
- Integrated AI tools selectively into broader design, motion and production workflows, reducing cost by up to 70% and execution time by 50% on selected 2025 projects.

EARLIER WORK EXPERIENCE

ART DIRECTOR

Aug 2022 - Jan 2023

klick90 (Cairo, Egypt)

- Led team direction while remaining hands-on across brand-building and social media campaign delivery for multiple client accounts.
- Translated client and marketing briefs into campaign concepts and cohesive multi-format visual systems from presentation through final production.

SENIOR GRAPHIC DESIGNER; PROMOTED TO ART DIRECTOR

Media Heist Agency (Dubai, UAE)

• Developed brand identities and cohesive design systems while progressing into art direction and guiding delivery quality across multi-format work.

• Translated creative direction into presentation-ready reports for management and client review.

Oct 2021 - Jul 2022

SENIOR GRAPHIC DESIGNER; PROMOTED TO ART DIRECTOR

Yelo (Saudi Arabia / Egypt Branch)

• Supervised campaign and identity work across the design team, contributing to a 30% increase in overall engagement.

• Partnered with marketing teams on website, digital advertising and promotional materials, maintaining consistent brand application across channels.

• Reviewed junior designers' output and introduced bi-weekly critiques to strengthen execution quality, consistency and team alignment.

Dec 2019 - Sep 2021

PACKAGING DESIGNER / SENIOR GRAPHIC DESIGNER

Khoury Stand (Cairo, Egypt)

• Designed packaging systems that strengthened shelf presence and brand recognition across competitive retail categories.

• Managed parallel packaging assignments from client brief and concept development through artwork approval and production handoff.

• Prepared precise print-ready artwork to brand and production specifications, reducing printing errors and delivery delays.

Nov 2018 - Oct 2019

JUNIOR GRAPHIC DESIGNER; PROMOTED TO GRAPHIC DESIGNER

Services Innovation (Cairo, Egypt)

• Produced social, web and print advertising visuals across 26 completed projects and 11 event campaigns.

• Created campaign layouts, event-focused visual concepts, photo editing and retouching in collaboration with senior designers and cross-functional teams.

Feb 2013 - Jan 2017

SELECTED FREELANCE & PART-TIME ENGAGEMENTS

REMOOD Places | Art Director, Part-Time2022

Cloudmen Digital Agency | Senior Graphic Designer, Freelance2022

Ovok, Qatar | Art Director, Part-Time / Per-Project2022

Trend DC, Saudi Arabia | Senior Graphic Designer, Part-Time2021

Mad Advertising | Art Director, Part-Time2021

Brandeg | Senior Graphic Designer, Part-Time2021

TEACHING & CREATIVE EDUCATION

DESIGN & AI-INTEGRATED MEDIA EDUCATOR

2017 - Present

• Trained 2,000+ learners, working professionals and in-house teams across universities, major companies, government entities and professional institutions, delivering in Arabic and English.

• Teach graphic design and AI-integrated design workflows; expanded curricula in 2024 to include AI-assisted media and content creation.

SELECTED TEACHING INSTITUTIONS

SAE Dubai University2025 - Present

Khawarizmi Training Solutions2025 - Present

Institute of Management Professionals2020 - 2024

Information Systems Institute, Ministry of Defence2018 - 2022

Faculty of Mass Communication, Cairo University2020 - 2021

Arab Society for Applied Arts Designers2017 - 2018

CORE EXPERTISE

Brand & Campaign: Brand Building, Integrated Campaigns, Art Direction, Brand Communications, Creative Partnerships, Events & Activations, OOH, Digital & Social

Creative Production: Visual Systems, Packaging, Storyboarding, Motion Design, Video Editing, Cinematic Content, Print Production

Leadership & Delivery: Creative Direction, Stakeholder Communication, Client Relations, Project Management, Vendor Collaboration, KPI Tracking

Design & Production Tools: Adobe Creative Cloud, Figma, Blender

Generative AI Workflows: Large language models (LLMs) and multimodal assistants; image generation and editing (T2I/I2I); video generation (T2V/I2V); AI-assisted motion, enhancement, upscaling and post-production

EDUCATION

BACHELOR OF APPLIED ARTS

2017

Specialization: Printing, Publishing, Packaging & Design

LEGACY ADOBE CERTIFICATIONS

Adobe Certified Instructor2019

Adobe Certified Expert2018

LANGUAGES

ArabicNative

EnglishProfessional Working Proficiency