

AHMED SALLAM

CREATIVE ART DIRECTOR | ART DIRECTOR

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PROFESSIONAL SUMMARY

Creative Art Director with 9+ years of experience building brand identities, packaging systems, integrated advertising, social-first campaigns, and creative production across Egypt, Saudi Arabia, and the UAE, plus remote experience with a London-based luxury team. Leads work from brief and concept development through client presentation, team execution, on-set art direction, and final quality control, including government and public-sector accounts in Abu Dhabi. Combines visual storytelling, team leadership, and Generative AI workflows with a Software Engineering background and film directing studies.

CORE COMPETENCIES

Art Direction | Creative Direction | Concept Development | Brand Identity & Visual Systems | Integrated Campaigns | ATL Advertising | Social-First Campaigns | Packaging Design & Multi-SKU Systems | Creative Production | On-Set Art Direction | Visual Storytelling | Photography Direction | Storyboarding | Pitches & RFPs | Client Presentations | Team Leadership & Mentoring | Design Quality Control | Generative AI & Previsualization | Government & Public Sector | GCC Markets (UAE / KSA)

PROFESSIONAL EXPERIENCE

Creative Art Director | 9Yards Communications

Cairo, Egypt - Full-time, On-site | Jan 2026 - Present

- Lead art direction and creative output for government and public-sector accounts in Abu Dhabi, from concept development and visual systems through production and delivery.
- Translate client briefs into creative routes, references, and scalable design systems for integrated campaigns and always-on content.
- Brief, mentor, and review designers while maintaining quality, brand consistency, and room for team growth.
- Present and defend concepts in internal and client-facing reviews, then turn feedback into clear execution steps.
- Coordinate with strategy, traffic, and cross-functional creative teams to keep concurrent accounts on schedule.
- Lead concept and design craft for UAE pitches and RFPs.

Creative Art Director | Hype Marketing

Cairo, Egypt - Full-time, On-site | Jan 2025 - Dec 2025

- Led art direction for KSA and UAE accounts across social-first systems, campaign moments, government projects, and new-business pitches.
- Directed designers through briefing, feedback rounds, and final quality checks to deliver precise, brand-consistent work.
- Presented creative routes to account teams and clients and managed revision cycles on sensitive government work.
- Built concepts and campaign designs for Gulf-market pitches under tight deadlines.

Junior Art Director | Tafasil

Riyadh, Saudi Arabia & Cairo, Egypt - Full-time, On-site | Jan 2024 - Jan 2025

- Developed art direction for Saudi branding and campaign work, from moodboards and references to final layouts.
- Directed animators on animated presentations through briefing, storyboard reviews, and feedback to final cut.
- Presented creative rationale internally and completed intensive art direction workshops at Sync School.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Graphic Designer | Lux Afrique

London, UK - Full-time, Remote | Jan 2023 - Jan 2024

- Produced luxury campaign visuals, banners, and social creative for a London-based team, including content featuring Hermes, Fendi, Harrods, and Alexander McQueen.
- Contributed model selection, pose direction, creative art direction, and final design execution for web and social channels.
- Mentored junior designers on feedback, file standards, and brand consistency across a high-volume content pipeline.
- Collaborated across time zones and contributed design craft to pitches that won new business.

Graphic Designer | Digital Veins

Egypt - Full-time, On-site | Feb 2020 - Jan 2023

- Designed monthly social content, brand identities, and packaging for food and beverage clients.
- Pitched the agency's first full-production campaign for Zack's Fried Chicken and helped carry it from concept into production.
- Built strong retouching, image-manipulation, and motion design foundations.

Junior Graphic Designer | Guerrilla Marketing School

Egypt - Full-time, On-site | Jul 2017 - Jan 2020

- Designed social media content as an early member of the agency's new digital team.
- Gained hands-on knowledge of the production ecosystem across locations, clients, producers, directors, sets, and post-production.
- Developed from a self-taught beginner into a working designer inside a fast-moving production house.

RECOGNITION

DesignRush Design Awards Nominee: ENZO Branding & Packaging - Packaging Design, 2025.

EDUCATION

Bachelor of Software Engineering, Computer Science | Ahram Canadian University (ACU)

2018 - 2022

- Graduation Project: AI-based Extension Recommendation System - Grade: Excellent.

PROFESSIONAL DEVELOPMENT

Ali Badrakhn Academy: Film directing studies focused on visual narrative, composition, rhythm, and emotional timing (ongoing).

Sync School: Intensive art direction workshops covering branding thinking, advertising art direction, and the art director's role inside the agency.

TOOLS & LANGUAGES

Tools: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro; Generative AI for concept exploration, previsualization, and visual development.

Languages: Arabic (Native); English (Full Professional Proficiency).