

Abdelrahman Mohamed Ashraf

Senior Graphic Designer | Social Media Design · Advertising Creatives · Brand Identity

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Portfolio: byabdelrahman.com

Mansoura, Egypt · Egyptian · Open to relocation to Saudi Arabia and the UAE

PROFESSIONAL SUMMARY

Senior Graphic Designer specialized in social media, with 5+ years of experience and work for 500+ brands in Saudi Arabia across social media, ad campaigns and brand identity. Led a team of 10 designers, and now Creative Director at a digital agency serving Saudi clients. Arabic-first designer and advanced AI user.

SELECTED CLIENTS

Tawal · Pierre Cardin (KSA distributor) · Saudi Digital Academy · Al Osra Sugar (Sweet&Fit) ·
Abraj Al-Rayyan Al-Makkiya · Naylam · Double Dare · Sadaa · Al Arabi · Zaadna · Almo Cacon · Waraq

EXPERIENCE

Creative Director — Tis'een, Digital Marketing Agency · Egypt Aug 2026 – Present

- Lead creative direction for Saudi clients across social media, ads, brand identity and product imagery
- Designed the agency's social media presence, website and brand identity
- Built the agency's internal work-management system and a client brand-identity web form using AI
- Produce product visuals, AI videos and voiceovers with Nano Banana Pro, Seedance, ElevenLabs and Claude

Graphic Designer (Part-time) — Al Jawhara Travel & Tourism · Saudi Arabia (remote) Jan 2024 – Present

- Design social media content and ad campaigns for the Saudi market

Senior Graphic Designer — Stride Media Group (SMG) · Hybrid, part-time Jan – May 2026 Aug 2025 – Jul 2026

- Created social media designs and marketing visuals with the in-house team

Senior Graphic Designer — fiftyfive · Saudi Arabia (remote, full-time) Jan 2026 – May 2026

- Designed social media content and marketing visuals for the design team

Graphic Design Team Leader — Shohra Marketing Agency · Egypt Jan 2024 – Jan 2026

- Led and trained a team of 10 designers, reviewing all output to keep quality consistent across clients
- Promoted from Graphic Designer (May 2023 – Jan 2024) after 8 months; designed social media and identities

Graphic Designer — Azzrk Marketing Agency · Egypt Oct 2022 – May 2023

- Designed social media and ad creatives for clients in the Saudi market

Freelance Graphic Designer 2019 – 2022

- Designed social media content and visual identities for independent clients

SKILLS

Design: Social Media Design, Advertising Creatives, Campaign Visuals, Art Direction, Arabic Typography, Brand Identity

Leadership: Team Leadership, Design Review, Training Designers, Client Communication

AI: Claude, ChatGPT, Gemini, Nano Banana Pro, Seedance, ElevenLabs

Software: Adobe Photoshop, Adobe Illustrator, Figma, CapCut

EDUCATION

Bachelor of Commerce, Business Administration

Mansoura University, Egypt

LANGUAGES

Arabic: Native

English: Basic (A2)