

AHMED ABDULMOHSEN FATHY

Senior Creative & UI/UX Designer

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PROFILE

6+ years of international creative experience. Bridges digital UI/UX with physical spatial branding, using advanced AI tools to deliver premium identities at speed.

DESIGN & UI/UX

- ▶ Adobe Photoshop
- ▶ Adobe Illustrator
- ▶ Figma & Design Systems
- ▶ Wireframing & Prototyping
- ▶ Responsive Web Design

3D & RENDERING

- ▶ Blender
- ▶ SketchUp
- ▶ Twinmotion & D5 Render

WEB & CMS

- ▶ Vercel & Netlify
- ▶ Sanity.io · GitHub

AI TOOLS

- ▶ Midjourney
- ▶ Claude · ChatGPT · Gemini
- ▶ Nano Banana · Flow · Pika Labs
- ▶ Advanced AI Prompting

LANGUAGES

- ▶ Arabic — Native
- ▶ English — Professional

EDUCATION

Mass Communication
MTI University
(University of Wales)
2 Years Undergraduate

PERSONAL

- ▶ Nationality: Egyptian
- ▶ DOB: 09 Sep 1995

CORE COMPETENCIES

Corporate Identity & Logo Design	Creative Direction & Art Direction
UI/UX Wireframing & Prototyping	Exhibition & Event Graphics
Large-Format Environmental Graphics	Print Production & Vendor Coordination
Signage & Wayfinding Systems	AI-Powered Concept Generation

PROFESSIONAL EXPERIENCE

Creative Graphic Designer · Graphics Coordinator · UI/UX Designer

A&T Technical Services | Dubai, UAE | Sep 2024 – Present

- ▶ Spearhead end-to-end creative strategies — corporate branding, high-fidelity UI/UX, exhibition design, and environmental graphics — for a leading technical fabrication firm.
- ▶ Architected and deployed modern corporate websites; optimised rental marketing copy and visual categorisation to expand market reach.
- ▶ Pioneered scalable Figma design systems and responsive interfaces aligned with strict corporate identity standards.
- ▶ Drafted technical signage guidelines for large-scale projects (e.g., Al Khawaneej Gate Mall): typographic spacing, margins, and structural integrity.
- ▶ Directed large-format print production end-to-end: vendor coordination and supervised on-site installation.

Lead Graphic Designer

Mazaya Media Production | Egypt | Jun 2019 – Jan 2024

- ▶ Led creative output for multi-industry clients across a 5-year continuous tenure, recognised for reliability and consistent growth.
- ▶ Developed comprehensive brand identity systems and high-impact logo designs tailored to international market standards.
- ▶ Conceptualised and executed 360° advertising campaigns integrating print and digital materials for measurable brand engagement.
- ▶ Translated abstract client briefs into polished, market-ready visual assets — consistently on time and within budget.

CAREER HIGHLIGHTS

6+ Years Int'l Experience	50+ Projects Delivered ME & EU	5-Year Tenure Mazaya Media
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SELECTED CLIENTS & BRAND EXPOSURE

Emaar · e& (Etisalat) · RTA · MBC Group · Dubai Holding · Al Habtoor · Pharmatrade · Dentsply Sirona · Kérastase Paris · Meditech · Instagram

PORTFOLIO

- ▶ www.ahmedabdulmohsen.space

LINKEDIN

- ▶ [ahmed-abdulmohsen-fathy
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WORKED FOR

- ▶ AE UAE
- ▶ SA Saudi Arabia
- ▶ DE Germany
- ▶ EG Egypt

SOFT SKILLS

- ▶ Creative Problem Solving
- ▶ Client Communication
- ▶ Cross-functional Teamwork
- ▶ Deadline-Driven Delivery
- ▶ Brand Storytelling
- ▶ Attention to Detail

REFERENCES

Available upon request.

PROFESSIONAL PROFILE

Ahmed is a UAE-based Senior Creative & UI/UX Designer who bridges digital product design with physical spatial branding. His 6+ years of international experience — including a 5-year continuous tenure at Mazaya Media — reflects rare career stability combined with a forward-thinking, AI-augmented creative methodology. He has delivered premium visual identities for marquee clients including Emaar, e& (Etisalat), RTA, MBC Group, and Dubai Holding across real estate, telecoms, healthcare, and luxury beauty sectors.

CREATIVE PROCESS & METHODOLOGY

- ▶ **Discovery:** Deep-dive into client objectives, market positioning, and audience personas before a single pixel is placed.
- ▶ **Concept Development:** Rapid ideation using AI-assisted prompting (Midjourney, Claude) alongside hand-crafted sketching to explore directions at pace.
- ▶ **Design Execution:** Polished deliverables in Adobe CC and Figma, adhering to pixel-perfect standards and brand consistency throughout.
- ▶ **3D Visualisation:** Photorealistic spatial renders in Blender, SketchUp, Twinmotion, and D5 Render for interior fit-out and environmental projects.
- ▶ **Production & Installation:** Vendor coordination, material selection, and on-site supervision for large-format and signage projects.

AREAS OF EXPERTISE

Branding & Identity

End-to-end brand systems: logo design, typography, colour systems, brand guidelines, corporate stationery, and multi-touchpoint rollout.

Environmental & Spatial

Exhibition stands, mall signage, wayfinding systems, and interior fit-out graphics for large-scale commercial and retail environments.

UI/UX Design

Figma design systems, user flows, responsive wireframes, prototyping, and handoff specs — optimised for web and mobile platforms.

AI-Augmented Creativity

Advanced prompt engineering across Midjourney, Claude, ChatGPT, Gemini, Pika Labs, and Flow — accelerating concept generation by up to 60%.

Open to senior creative roles in UAE and internationally · ahmedabdulmohsenfathy@outlook.com · +971 566 916 857