

MAHMOUD AHMED

SENIOR GRAPHIC DESIGNER

Brand Identity & Visual Systems | Packaging, Print & Campaigns | AI-Powered Creative Production

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PROFESSIONAL SUMMARY

Senior Graphic Designer with five years of in-house and freelance experience building cohesive brand identities and visual systems, alongside creative execution across packaging, publications, and advertising campaigns. Combines strong concept development and visual judgment with advanced AI production workflows and task automation to maintain brand consistency and streamline delivery.

CORE SKILLS

Brand Identity & Guidelines | Visual Systems | Concept Development & Visual Direction | Packaging & Print Design | Corporate Profiles & Catalogs | Campaign Design | Motion Graphics & Video Editing | AI Production & Automation

PROFESSIONAL EXPERIENCE

Meras Global | Graphic Designer

Oct 2024 - Present

Internal creative agency for Mansour Investment Holding, Saudi Arabia.

- Created Weejad Real Estate's complete identity independently, from logo and visual system to guidelines, print collateral, and marketing campaigns.
- Built post-rebrand visual systems and guidelines for Mansour Gold and Ghamieh, extending them across packaging, retail print, e-commerce, and multi-channel campaigns.
- Developed identities and guidelines for Lorie, Thahab Capital, Al Awtad, and Takamul, contributing to logo development with the team, and refreshed brand guidelines for National Quality Factory.
- Built an automated Freepik (Magnific) Spaces workflow to generate brand-consistent catalog images, images featuring models, and macro jewelry shots for Mansour Gold and Ghamieh.
- Designed Mansour Investment Holding's corporate profile from scratch and co-designed Thahab Capital's profile.
- Created identities and brochures for real estate projects and collaborated on marketing videos. Designed social media visuals for Mansour Holding and the Mansour Bin Ghamiah Foundation.

ARCO LUX Lighting | Graphic Designer

Jun 2023 - Oct 2024

- Refreshed the visual identity across company publications, packaging, and marketing materials.
- Created the main catalog end to end, covering product and project photography, image retouching, visual direction, the editorial grid, and page design.
- Designed social media and print materials, edited video, and produced motion graphics for lighting projects and presentations.

Freelance | Graphic Designer

2021 - Present

- Develop brand identities, visual systems, packaging, and print materials for freelance clients alongside in-house roles.
- Produce campaign imagery, social media visuals, motion graphics, and edited video adapted across digital channels.

TECHNICAL SKILLS

Design: Adobe Illustrator, Photoshop, InDesign, Lightroom.

Motion and 3D: Adobe After Effects, Premiere Pro, Cinema 4D.

AI platforms: Freepik (Magnific Spaces), ChatGPT, Claude, Google Gemini, Higgsfield.

AI image, video and workflow tools: Nano Banana, Kling, Seedance, prompt engineering, reference-guided generation & retouching, brand consistency systems, and task automation.

RECOGNITION

Al Awtad | Brand Designer on a collaborative project featured in Behance's Branding and InDesign curated galleries.

behance.net/gallery/242866609/Al-Awtad

EDUCATION AND TRAINING

Bachelor of Arts in Philosophy | Faculty of Arts, Cairo University | 2021

Diploma in Motion Graphics and 3D Animation | Russian Cultural Center | 2019 - 2020

LANGUAGES

Arabic: Native | English: Practical working proficiency