

RESUME.

Ahmed Essam

Art Director & Instructor

Brand identity · Campaigns · Social media · Visual art

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IDEAS FIRST. IMAGES SECOND.

Founder of Art of Art Direction. Co-Founder of Chrononaut Agency. Twelve years of turning briefs into ideas, and ideas into images.

12⁺
YEARS OF EXPERIENCE

250⁺
BRAND COLLABORATIONS

12⁺
COUNTRIES

1,200⁺
CREATIVES TRAINED



AHMED ESSAM.

Art Director & Instructor
Founder of Art of Art Direction · Co-Founder of Chrononaut Agency

I’m an art director and instructor based in Cairo. For more than twelve years I’ve turned briefs into ideas and ideas into images, for 250+ brands across 12+ countries: from government ministries and banks in Saudi Arabia and the UAE to household names in Egypt.

My work starts with thinking, not decoration. Every project is built around one clear idea, then directed through every decision, from concept and type to colour, light, 3D and motion, until the image says one thing and says it well.

Through Art of Art Direction I teach what I practise: how to read a brief, find the concept, direct its execution and present the decisions behind it. More than 1,200 creatives have trained with me so far.

SELECTED EXPERIENCE

MIND MARK	Art Director
MEFAN	Art Director
UMS — INGREDIENTS	Art Director
ADFINITY	Senior Graphic Designer

THINK IT. MAKE IT MATTER.

Three habits behind every project, and behind everything I teach.

THE IDEA



THINK.

Find the idea worth making. Before a single pixel, I dig into the brief, the audience and the insight until one clear thought holds the whole project together.

THE VISION



DIRECT.

Make every decision count. Type, colour, light, composition, 3D and motion: each choice is directed to serve the idea, never to decorate it.

THE NEXT GENERATION



TEACH.

Turn execution into direction. Through Art of Art Direction I help designers grow from making images to leading the thinking behind them.

EXPLORE ART OF ART DIRECTION ↗

SAUDI ARABIA

For more than four years I've worked in the Saudi market, from government ministries and national initiatives to banks and leading local brands, with visuals and campaigns shaped around the Kingdom's culture and ambition.

 وزارة الصحة Ministry of Health		 ريال	
 بنك الدوحة DOHA BANK		 المركز الوطني للمراقبة على الالتزام البيئي	 هيئة تقويم التعليم والتدريب Education & Training Evaluation Commission
 جامعة الملك سعود King Saud University	 مبادرة التوعية البيئية	 كنوز Konoz	 مسك مؤسسة محمد بن سلمان Mohammed Bin Salman Foundation
 الشغاف AL SHAGHAF	 SNB	 EASE & TRANQUILITY	 مؤسسة سالم بن محفوظ الأهلية Salem Bin Mahfouz Foundation

EGYPT

Campaigns and visuals for some of Egypt’s best-known names, from Nestlé, Kellogg’s and Lactel to WE and City Club, alongside national initiatives, building identities and content that connect with real audiences.

			
			
			
			

UNITED ARAB EMIRATES

Large-scale work for federal ministries, Dubai government entities and major brands, from the Roads and Transport Authority and Dubai Land Department to Jafza and Texas Chicken.

			
			
			

HAVE SOMETHING IN MIND?

LET'S MAKE MEANING.

Art direction, brand identity, campaigns, social media, workshops and talks.
Tell me about the brief.

AHMED ESSAM

Art Director & Instructor
Cairo, Egypt

AHMEDESSAM.STUDIO ↗

LET'S TALK

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