

PORTFOLIO.

Ahmed Essam

Art Director & Instructor
Brand identity · Campaigns · Social media · Visual art

[AHMEDESSAM.STUDIO ↗](#) [INSTAGRAM ↗](#) [BEHANCE ↗](#) [LINKEDIN ↗](#)

- 01 *Brand identity*
- 02 *Campaigns & key visuals*
- 03 *Social media*
- 04 *Visual art & typography*



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

CONTENTS

WHAT'S INSIDE.

Fourteen projects in four chapters: brand identities, campaigns, social media and personal work, introduced by the partners and the thinking behind them.

01	<i>About</i> Who I am and how I work	04
02	<i>Partners in success</i> Saudi Arabia · Egypt · United Arab Emirates	06
03	<i>Brand identity</i> Chrononaut Agency · Art of Art Direction · Dahab Perfume · Haya Sushi · Glovo · Verve Fitness	09
04	<i>Campaigns & key visuals</i> STC Bahrain · Lactel · McCafé · Malto · City Club · The Passion Trip	34
05	<i>Social media</i> 14 brands across Egypt and Saudi Arabia	46
06	<i>Visual art & typography</i> The End of the Street · It's Not Easy	54
07	<i>Let's talk</i> Contact	59



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.

 وزارة التغير المناخي والبيئة MINISTRY OF CLIMATE CHANGE & ENVIRONMENT	 Jafza المنطقة الحرة لجبل علي Jebel Ali Free Zone	 InfraX	 M()RO
 دائرة الأراضي والأموال Land Department	 حكومة دبي GOVERNMENT OF DUBAI	 الامارات العربية المتحدة وزارة الترقية والتوظيف شؤون تشغيل العمالة MINISTRY OF HUMAN RESOURCES & EMIRATISATION	 وزارة الموارد البشرية والتوطين MINISTRY OF HUMAN RESOURCES & EMIRATISATION
 PERMANENT MISSION OF THE UNITED ARAB EMIRATES MONTREAL	 RTA هيئة الطرق والمواصلات ROADS & TRANSPORT AUTHORITY	 مكتبة محمد بن راشد Mohammed Bin Rashid Library	 TEXAS CHICKEN

BRAND IDENTITY.

Identities built from a single idea, then carried through every touchpoint: mark, type, colour, character, packaging, space and motion. Six brands, each with a voice of its own.

01	Chrononaut Agency	BRAND IDENTITY	10
02	Art of Art Direction	VISUAL IDENTITY & EDUCATION	14
03	Dahab Perfume	BRAND IDENTITY	18

04	Haya Sushi	BRAND IDENTITY	22
05	Glovo	IDENTITY EXPLORATION	26
06	Verve Fitness	BRAND IDENTITY	30

PROJECT 01 / 06

CHRONONAUT AGENCY

The creative agency from another timeline.

The brand for Chrononaut, a new creative agency I co-founded: a name about time travel that had to feel playful, confident and memorable from day one.



01 THE CHALLENGE

Agencies tend to sell themselves with the same promises. Chrononaut needed a personality people remember, and a world that could live across a company profile, social media and motion at launch.

02 THE IDEA

The agency is a crew member from another timeline. Its story is told by a 3D time-travelling character who carries the brand’s curiosity, humour and confidence.

03 VISUAL DIRECTION

A loud, sprayed wordmark with a cheeky wink, electric purple with yellow accents, a dripping-marker accent font and a mascot with a full range of moods.

04 THE EXECUTION

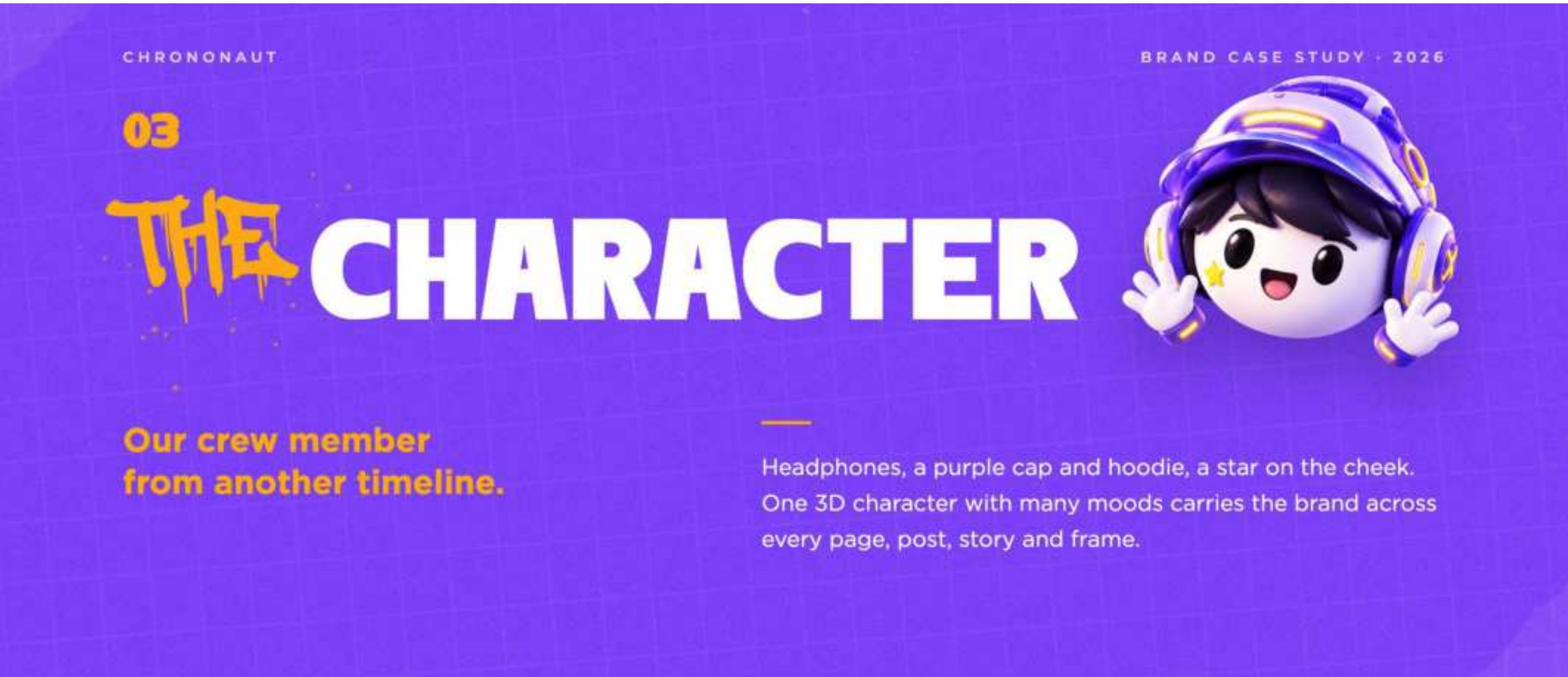
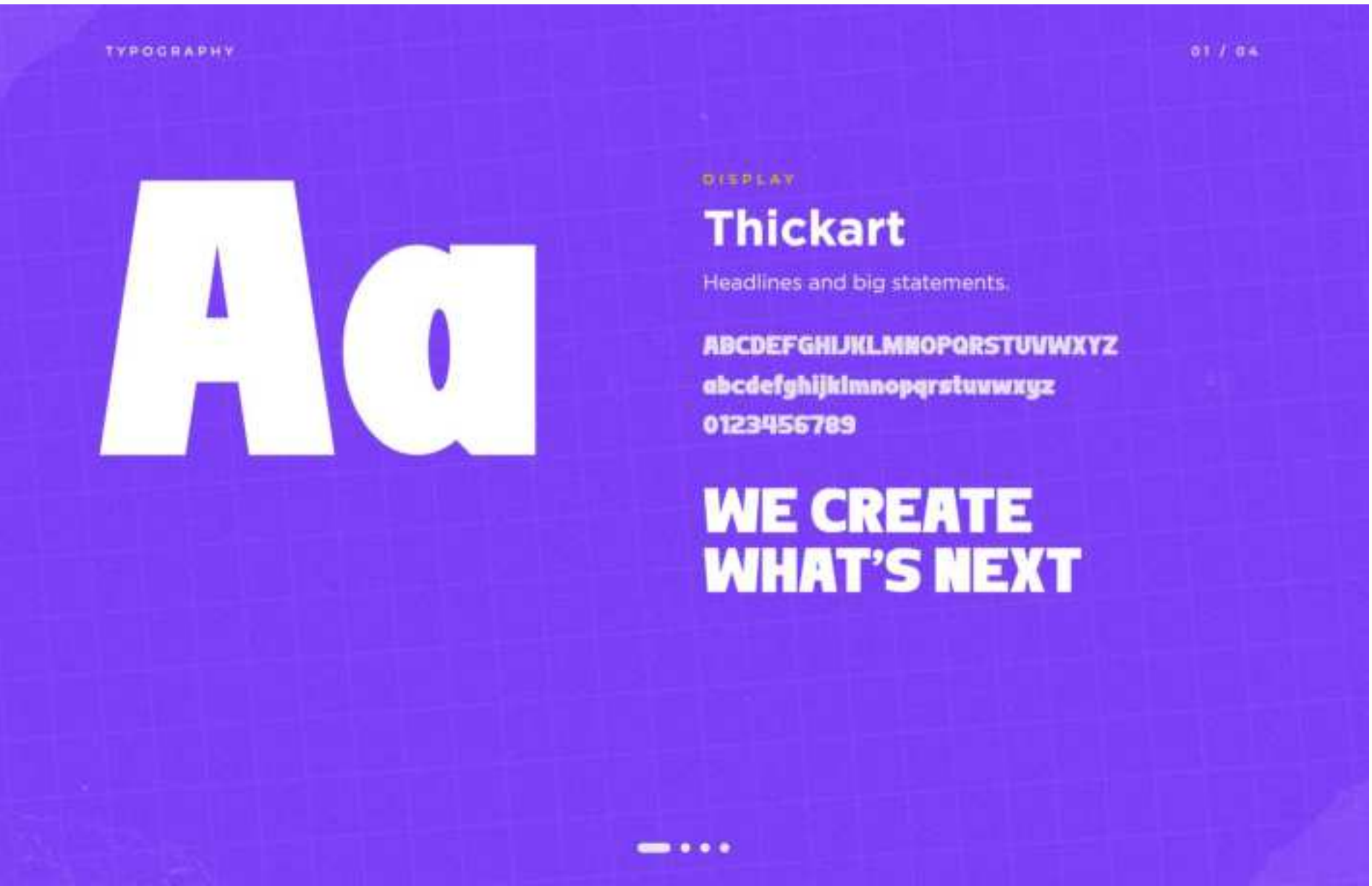
Logo, colour and type, 3D mascot and moods, company profile, website, social carousels and stories, and a promo reel.

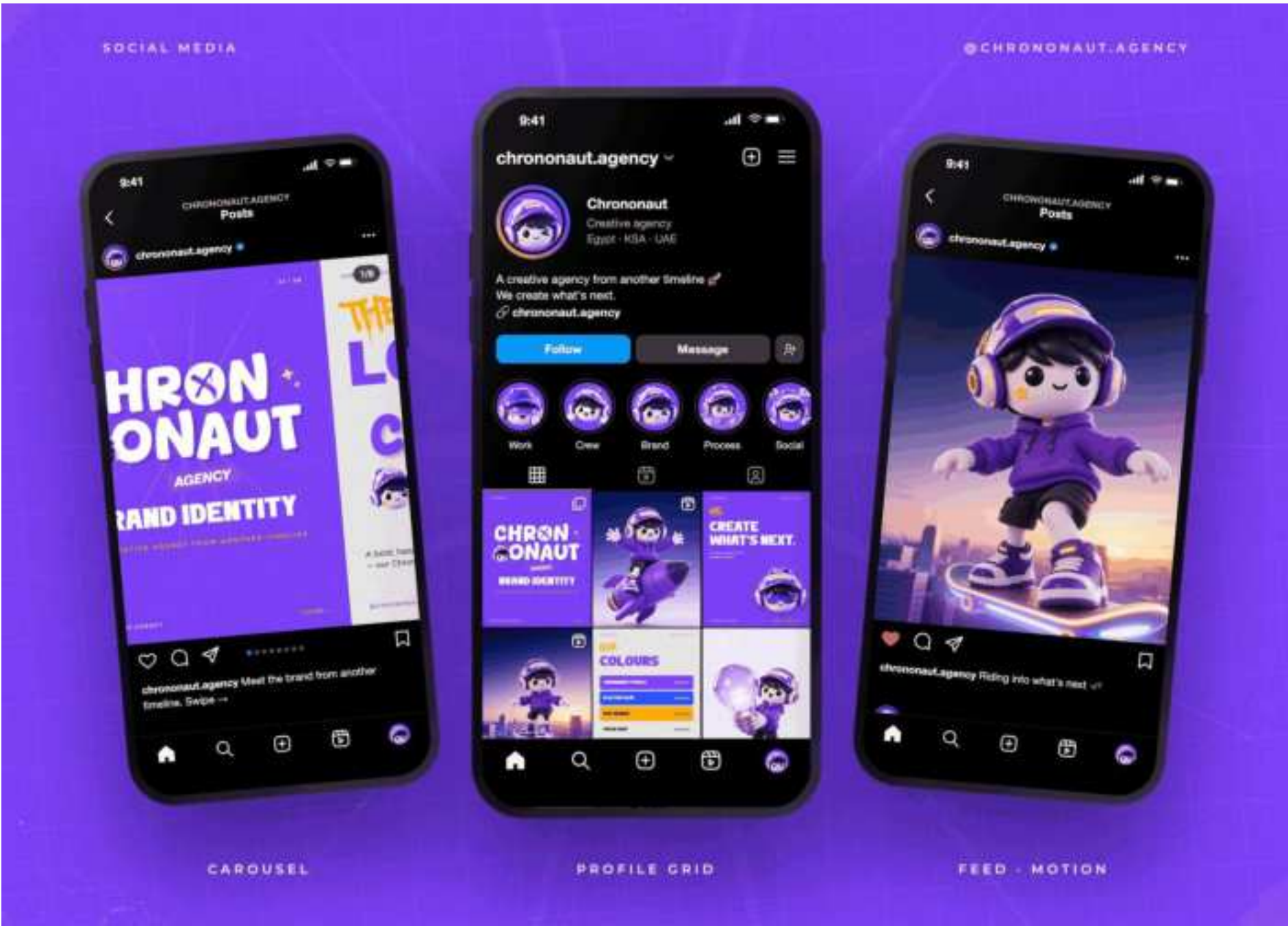
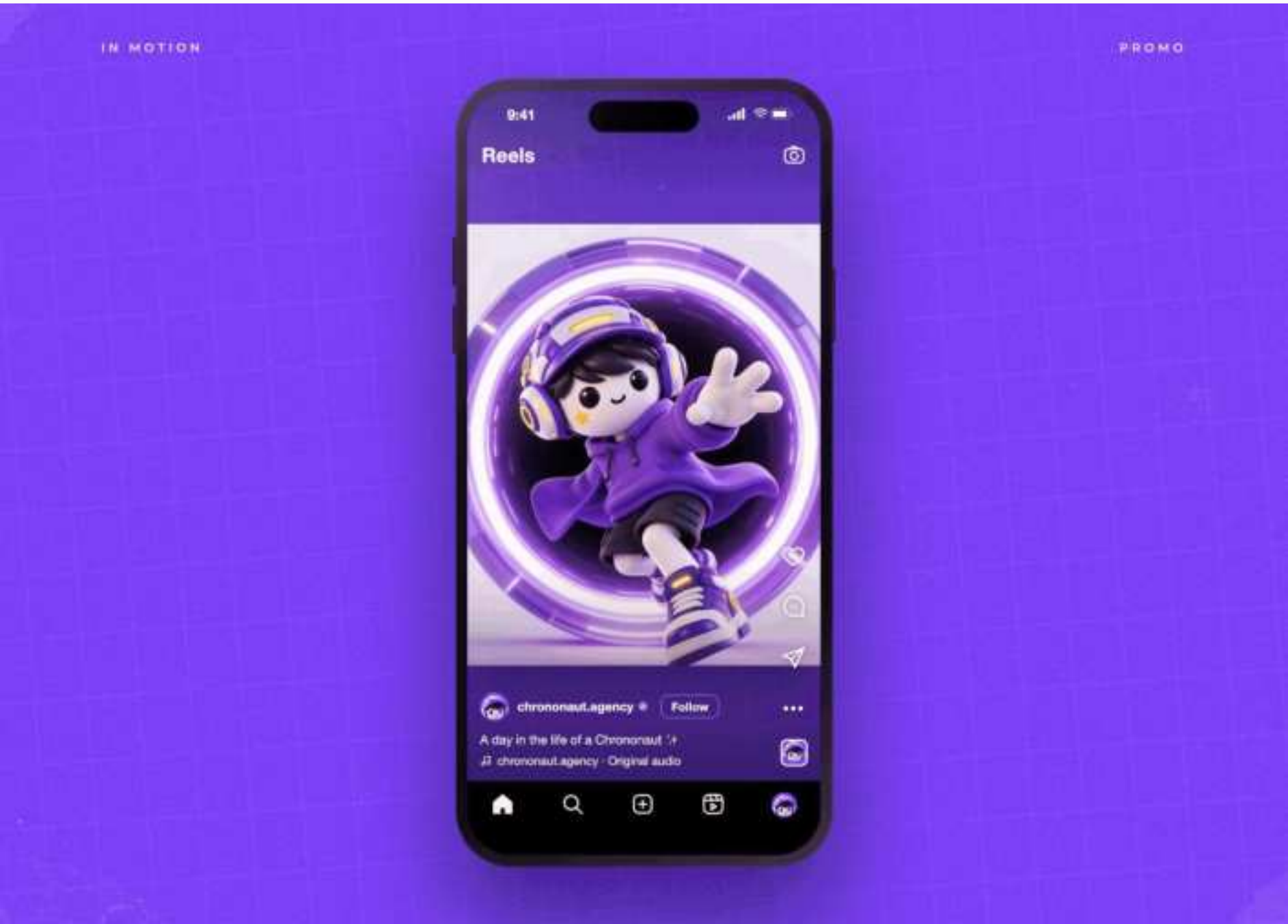
PROJECT SCOPE

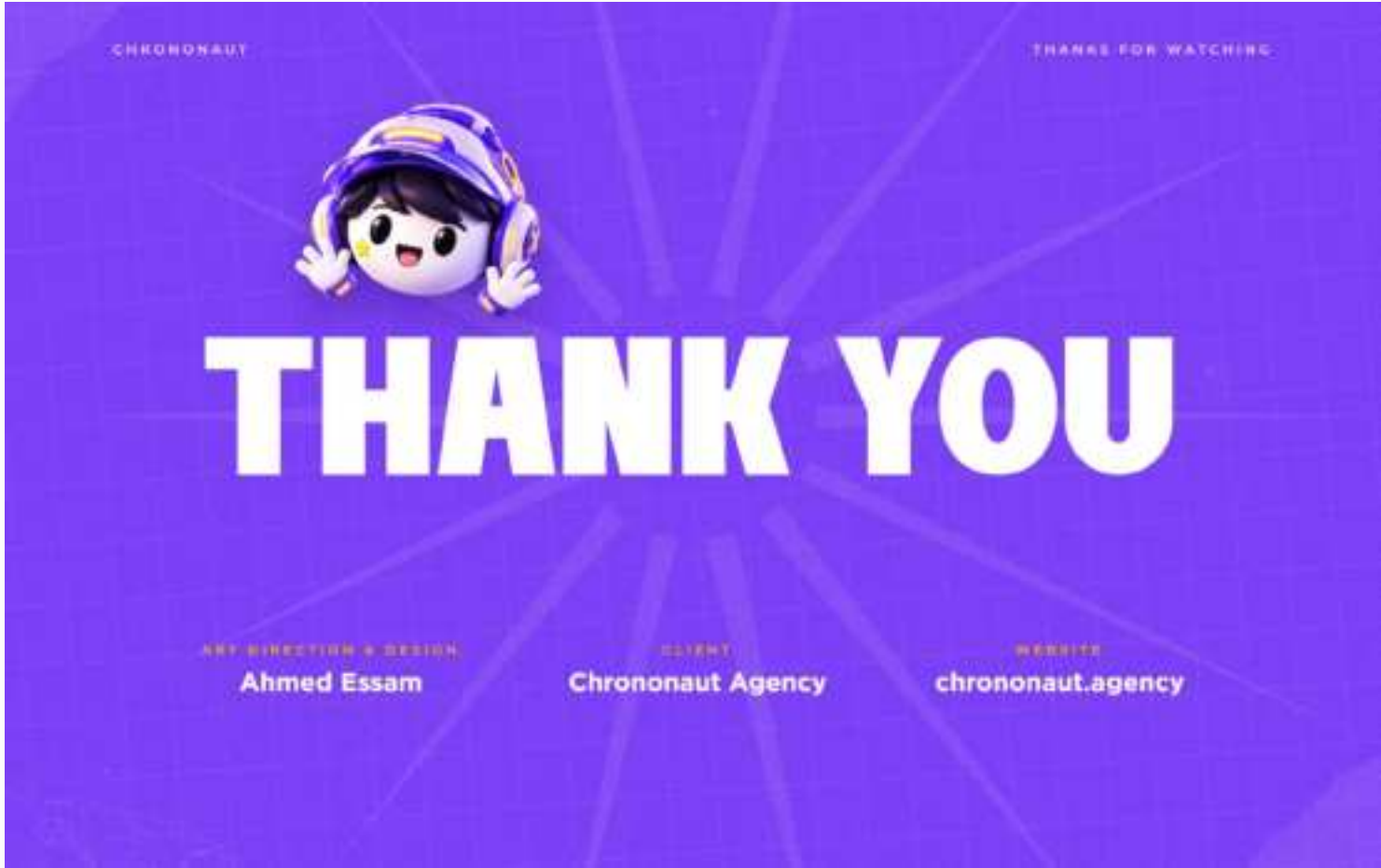
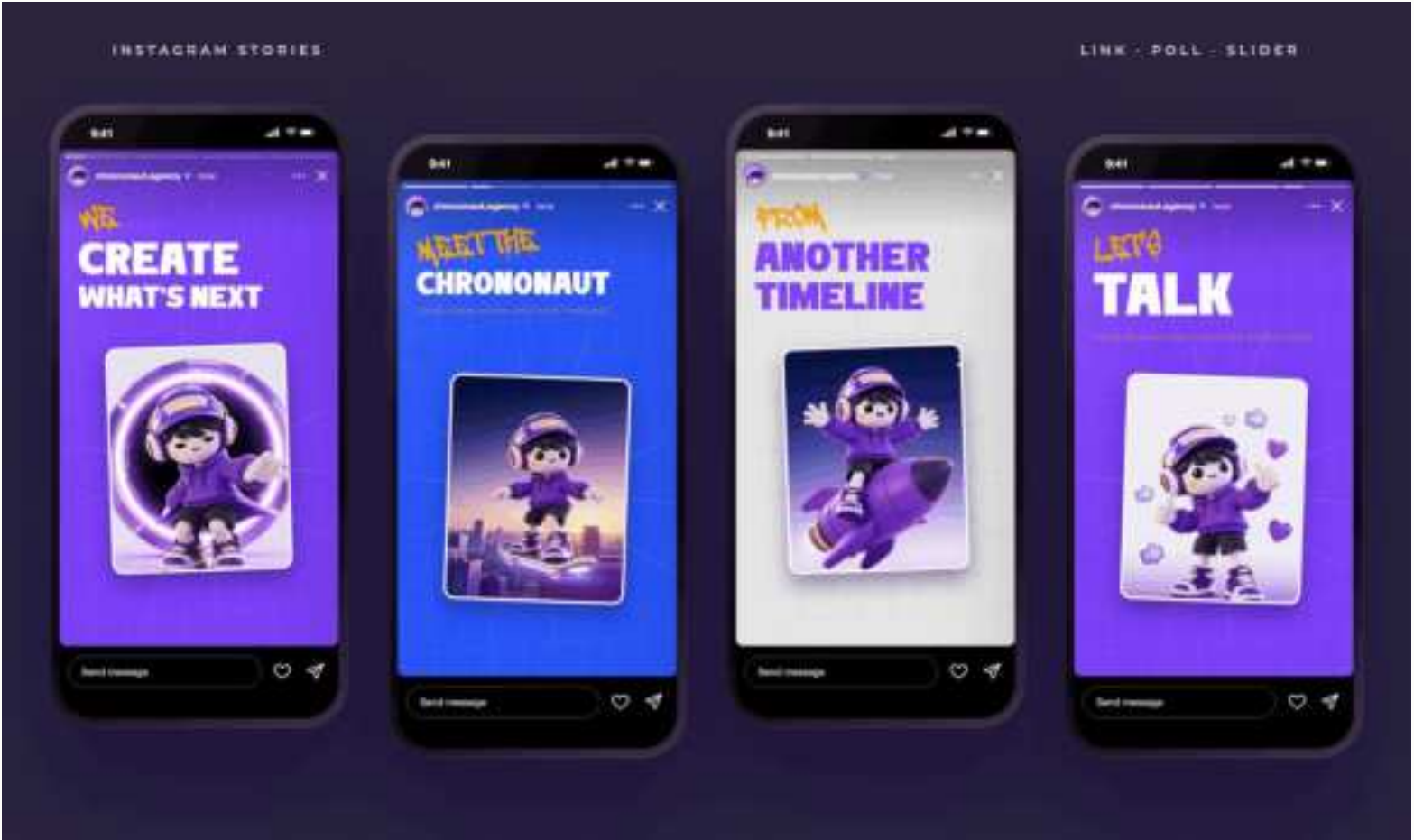
Logo design
Visual identity
Character design
3D mascot
Social media
Motion

CREDITS

Art direction
Ahmed Essam







PROJECT 02 / 06

ART OF ART DIRECTION

Ideas first. Images second.

The identity for Art of Art Direction, the course and community I founded to teach designers the thinking behind the image: from reading a brief to directing and presenting the work.



01 THE CHALLENGE

Teaching thinking is harder than teaching software. The identity had to make an invisible process feel tangible, credible and editorial, without looking like another design tutorial channel.

02 THE IDEA

Ideas first, images second. A modular system of simple geometric forms that combine into the AD mark, the same way small decisions add up to one direction.

03 VISUAL DIRECTION

An expressive blue-and-white palette, a shape library built from triangle, circle and square, and an editorial italic serif paired with a clean sans.

04 THE EXECUTION

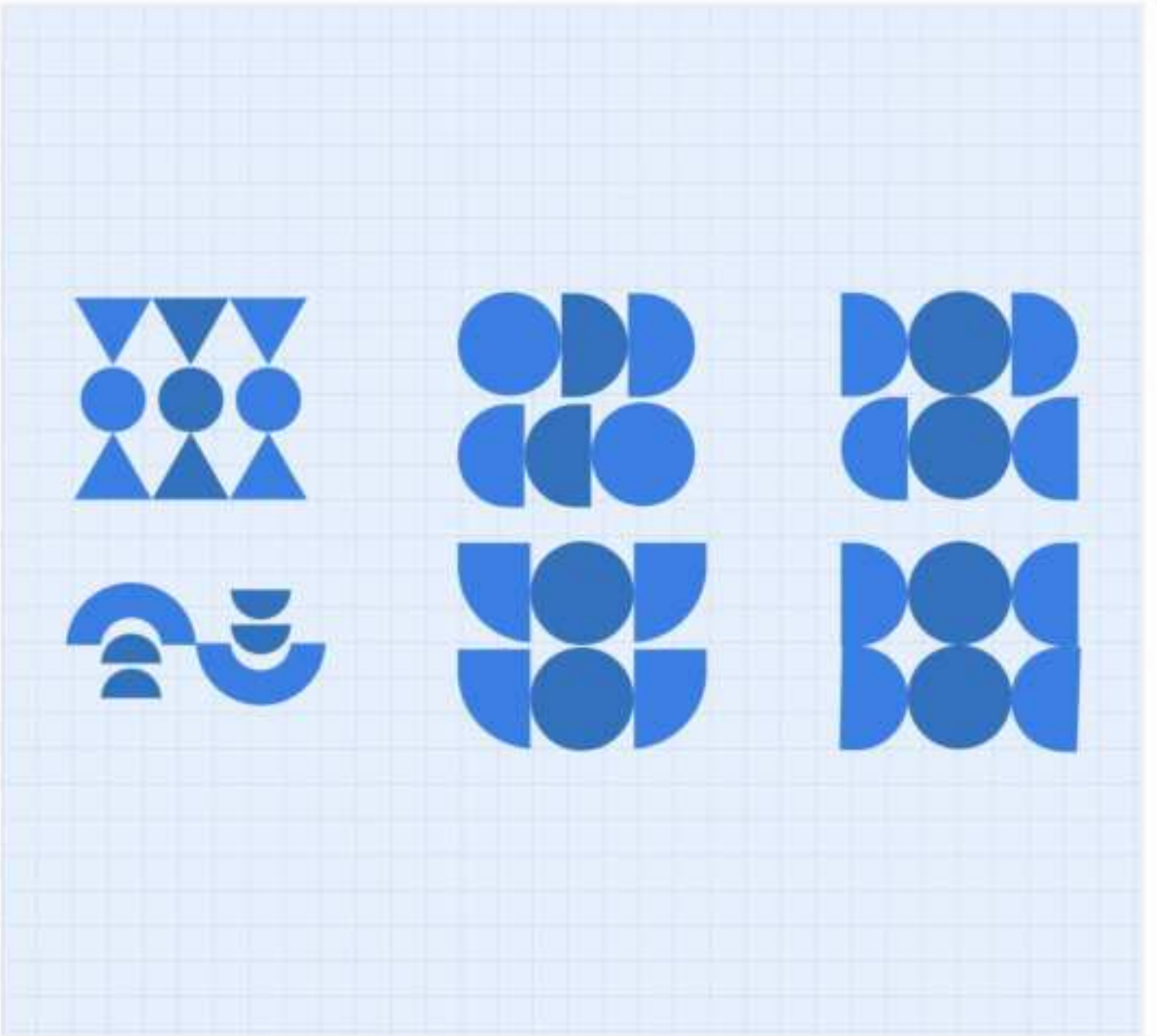
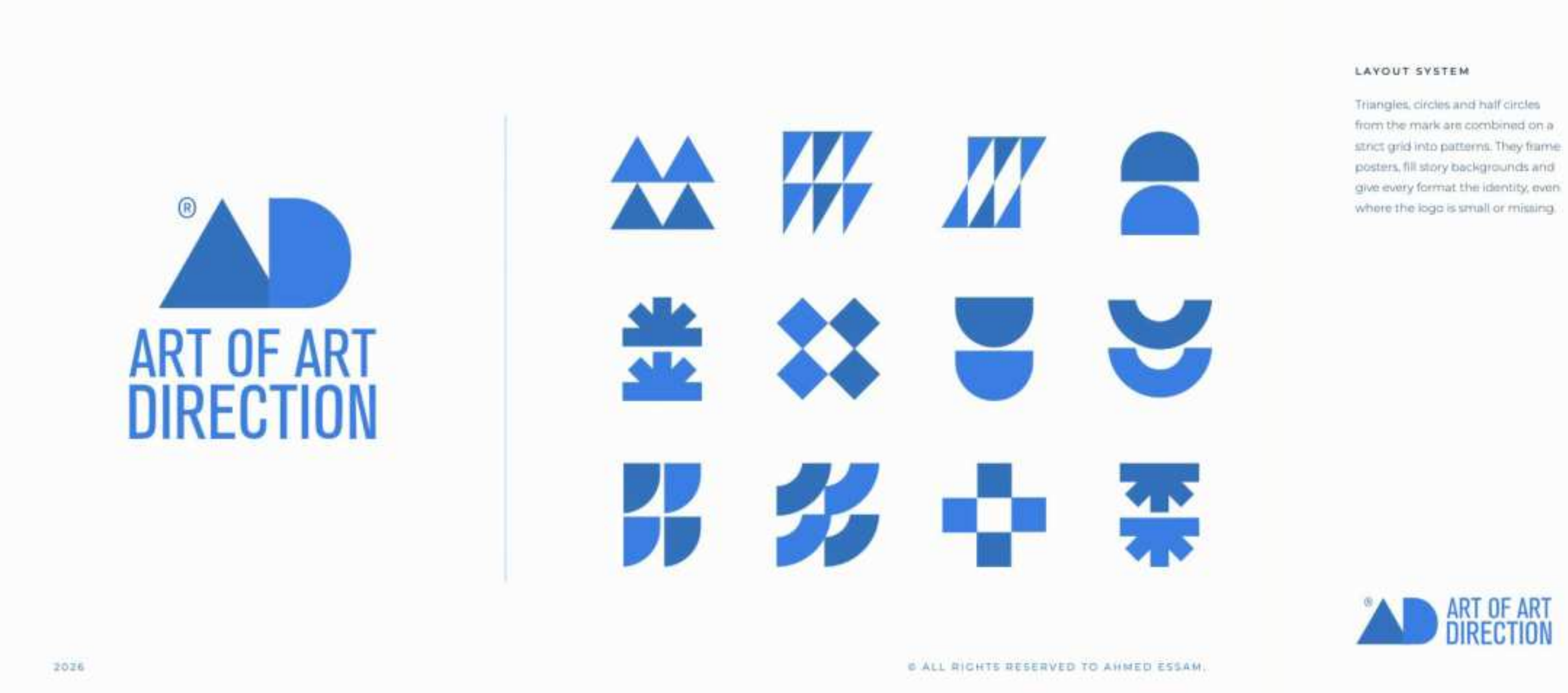
AD monogram and wordmark, shape system, type and layout grid, posters, notebooks, course material, Instagram posts and stories.

PROJECT SCOPE

Logo design
Visual identity
Shape system
Layout design
Brand strategy
Education

CREDITS

Art direction
Ahmed Essam



TYPEFACE

DENTON ITALIC - MONTSERRAT

ART DIRECTION • IDEAS FIRST

FOR DESIGN

Aa

IDEAS FIRST.
IMAGES SECOND.
DIRECT EVERY
DECISION.

MONTSERRAT — WEIGHT 100

Aa

DENTON ITALIC

Display serif for every headline. It reads like a teacher talking: confident, editorial, never shouting.

Montserrat

Light for body copy, medium spaced caps for the small labels that hold the structure.

DISPLAY	Denton Italic 120
HEADLINE	Denton Italic 48
BODY	Montserrat Light 75
LABEL	Montserrat Medium 18 / +22%

PHOTOGRAPHY

Black and white, people in motion, one blue object as the idea in the frame. The photos are cropped into the shapes of the mark, so even the pictures speak the identity.

THE SHEET

THE SQUARE

THE STROKE

SESSION POSTS

4:5 — INSTAGRAM

ART DIRECTION

9:00

2026

ART DIRECTION

9:00

2026

EDITORIAL POSTS

1:1 — ONE DEFINITION PER POST

ART DIRECTION

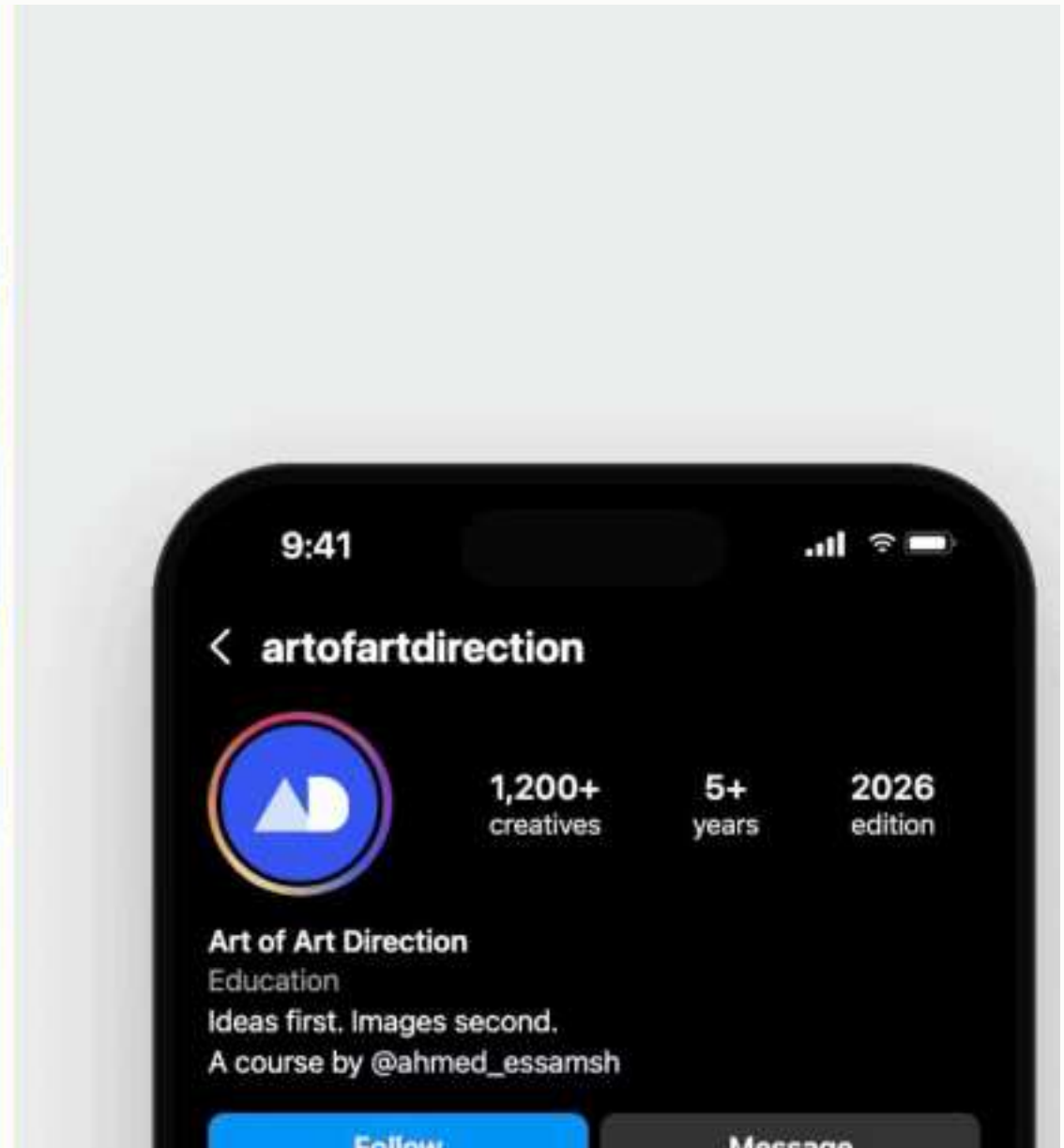
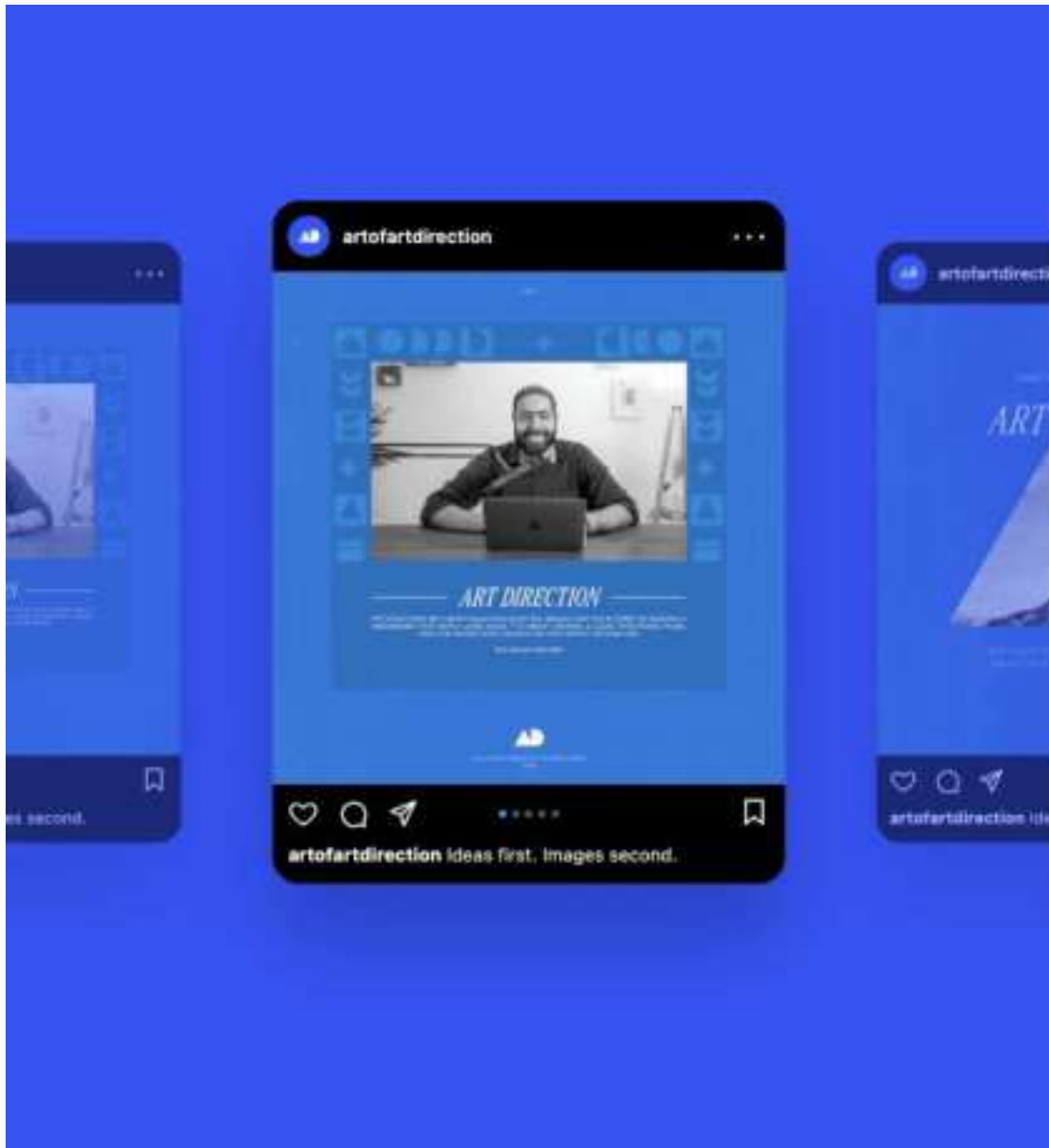
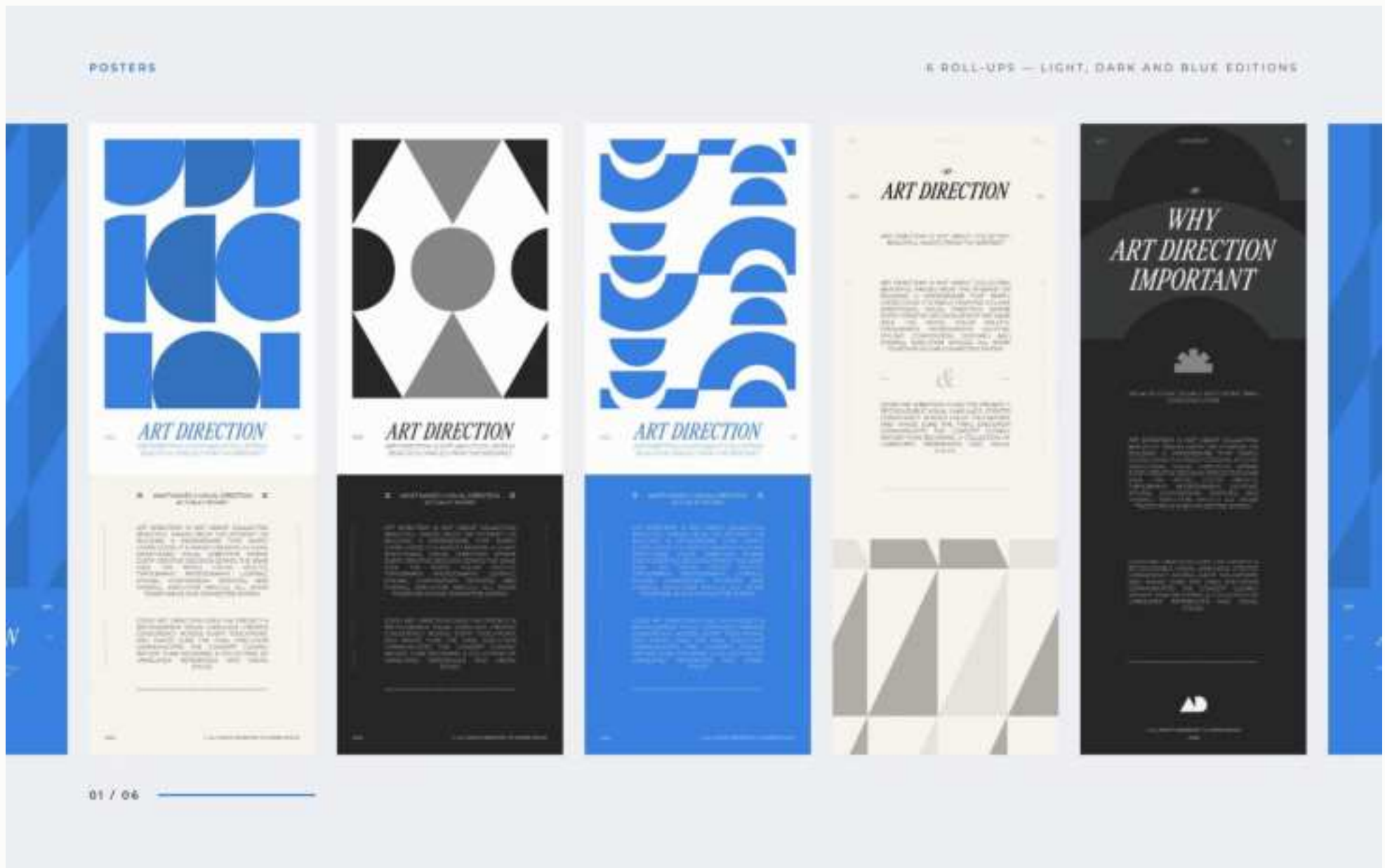
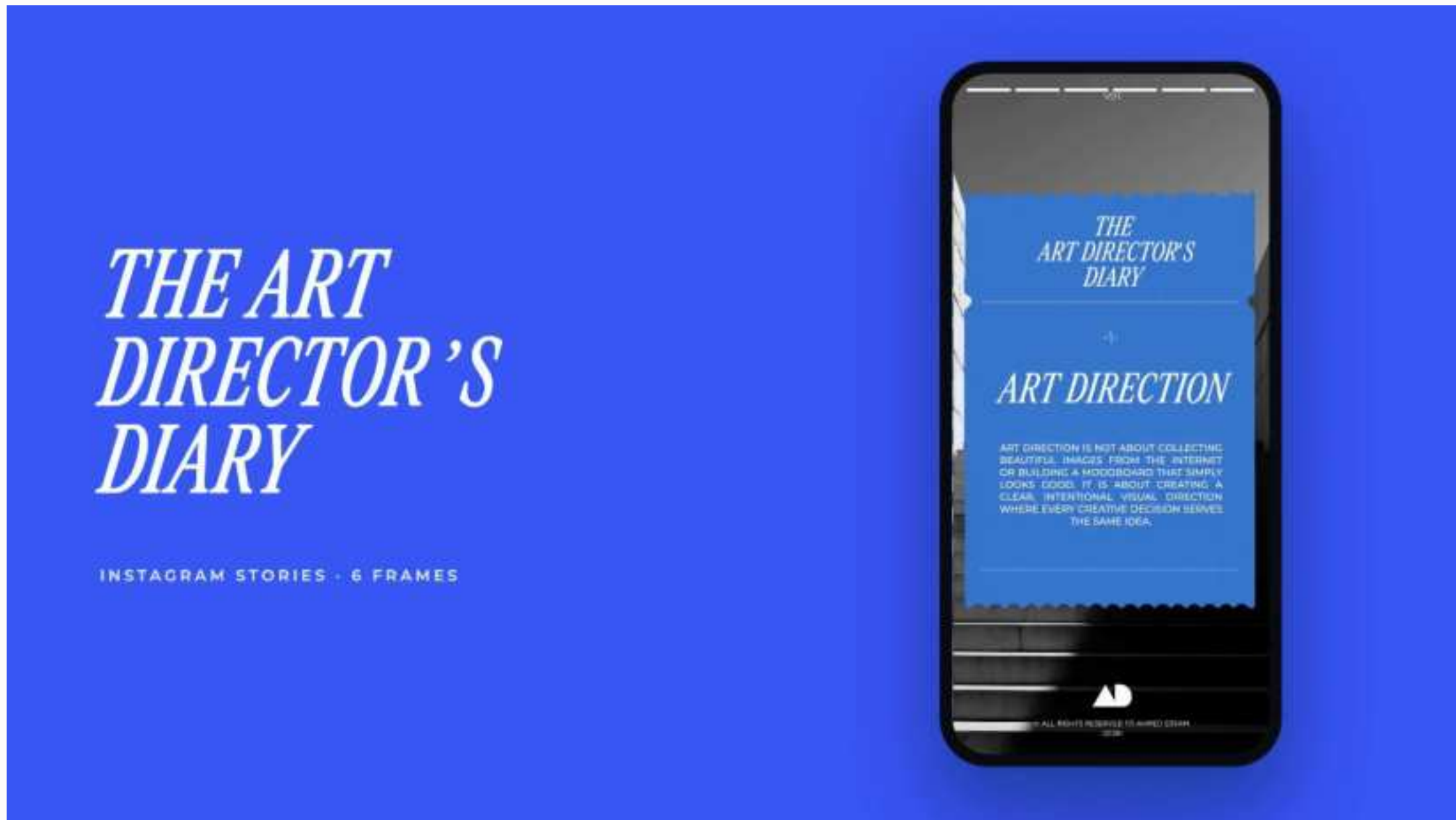
ART DIRECTION

ART DIRECTION

ART DIRECTION

ART DIRECTION

ART DIRECTION



PROJECT 03 / 06

DAHAB PERFUME

The essence of pure gold.

A premium perfume brand concept named Dahab, gold in Arabic, celebrating the heritage and modern opulence of the Gulf.



01 THE CHALLENGE

Luxury fragrance is a crowded, gold-heavy category. Dahab had to feel genuinely rooted in Arabic culture, with craft and restraint rather than decoration for its own sake.

02 THE IDEA

The essence of pure gold: a calligraphic mark, desert architecture and the warmth of amber light, telling one story from the logo to the box and the campaign.

03 VISUAL DIRECTION

Amber and gold, desert dunes and arched architecture. The box draws on desert sands, traditional Sadu weaving and Art Deco ornament, wrapped around a simple, elegant bottle.

04 THE EXECUTION

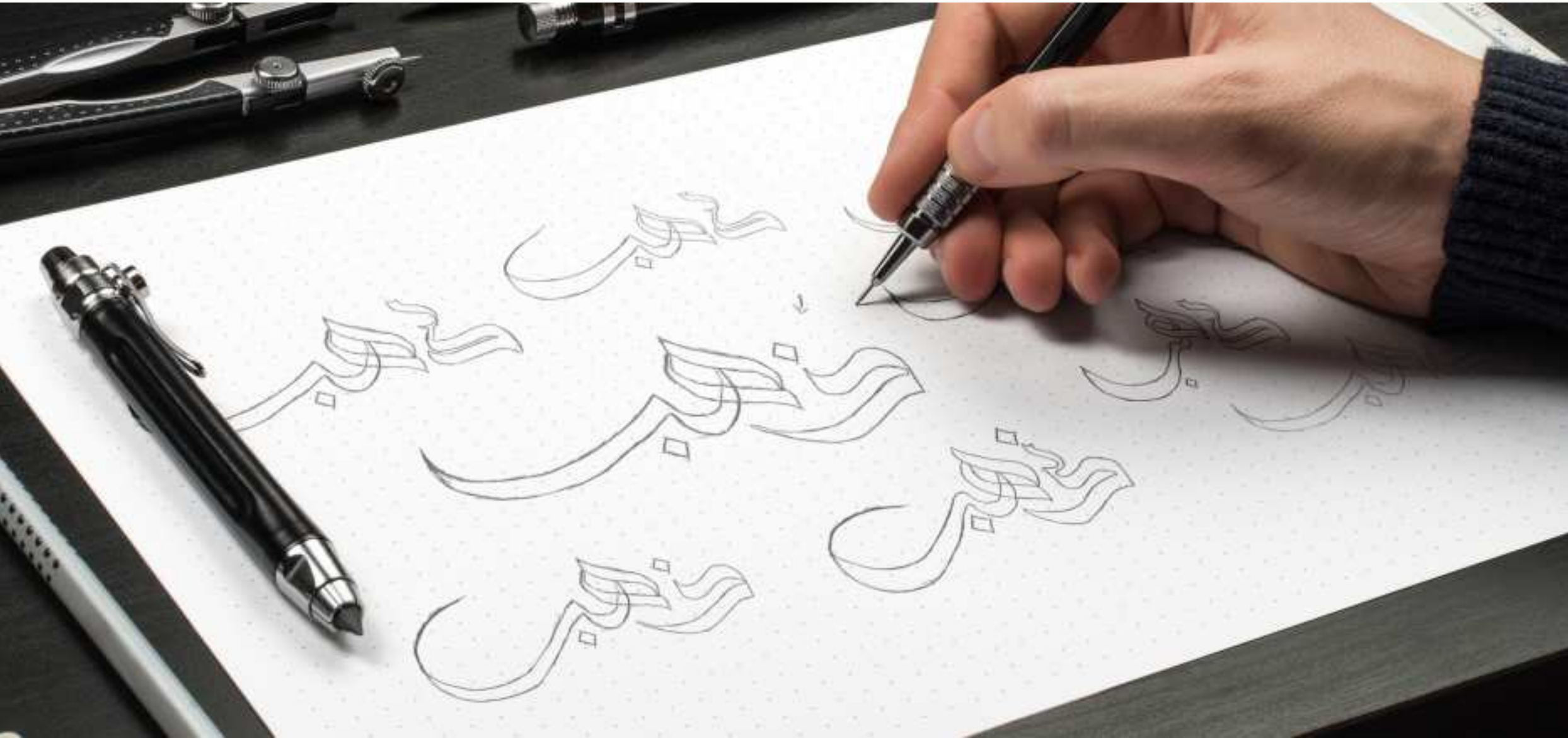
Arabic calligraphic logo from sketch to final, dune pattern, packaging, bottle, campaign photography, stories, billboards and 3D renders.

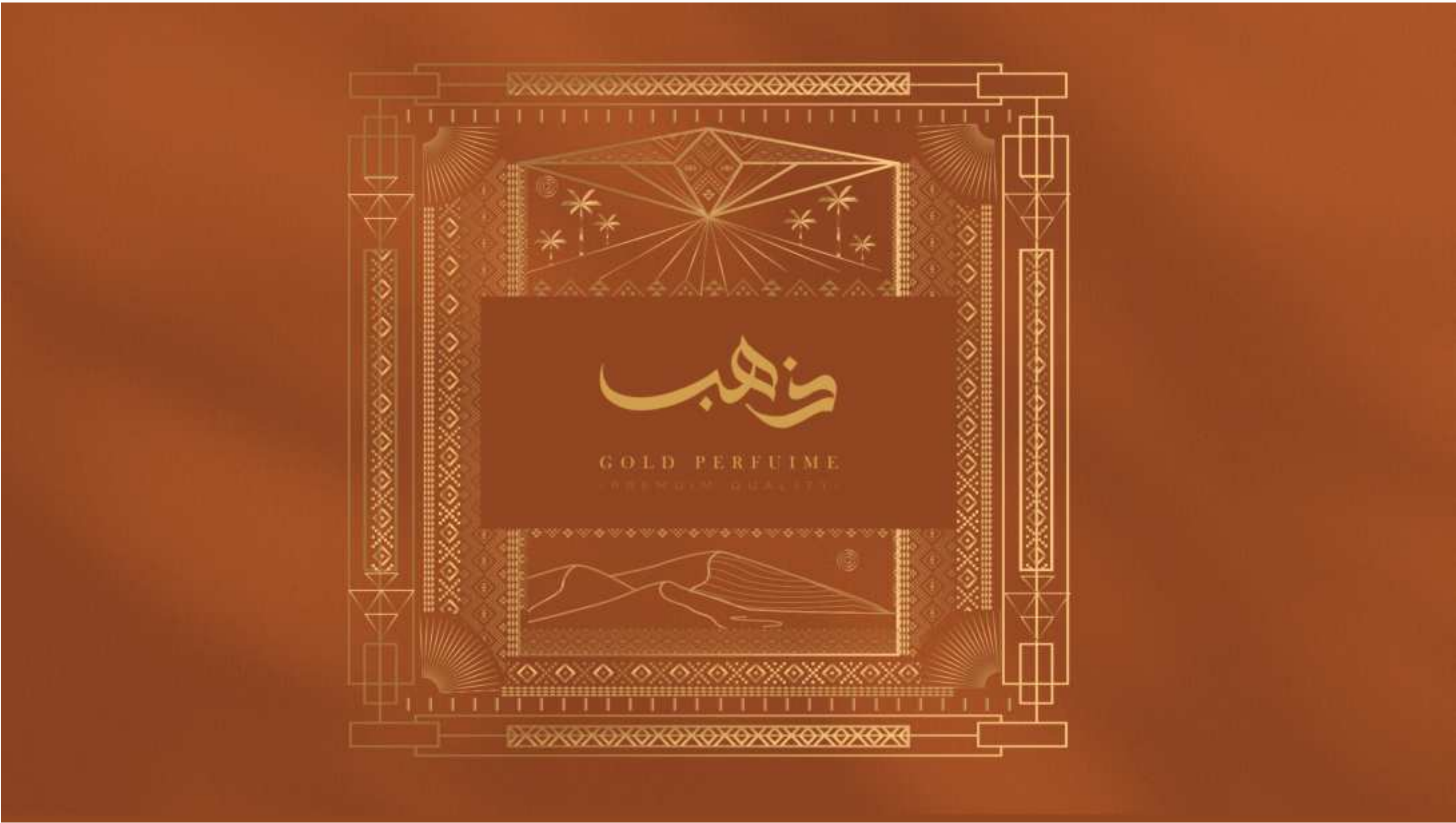
PROJECT SCOPE

Brand identity
Arabic calligraphy
Packaging
Art direction
3D & motion

CREDITS

Art direction, branding, visuals, motion & 3D
Ahmed Essam
Illustration (Art Deco)
Woroud Elsawi
3D artist
Omar ElQady







HAYA SUSHI

Modern Japan, from the heart of Saudi Arabia.

A distinctive identity for Haya, a Saudi sushi restaurant fusing Japanese tradition with American flair, for a young and daring audience aged 16 to 30.



01 THE CHALLENGE

Create a memorable brand that resonates with that audience, supports the restaurant’s expansion through franchising, and gives it a competitive edge in a busy market.

02 THE IDEA

A journey into modern Japan from the heart of Saudi Arabia: the restaurant as a scene from your favourite anime, with soft light, clean lines and bold moments.

03 VISUAL DIRECTION

Bold red, a calligraphic Arabic mark, anime-inspired illustration and confident type, balanced with Japanese minimalism.

04 THE EXECUTION

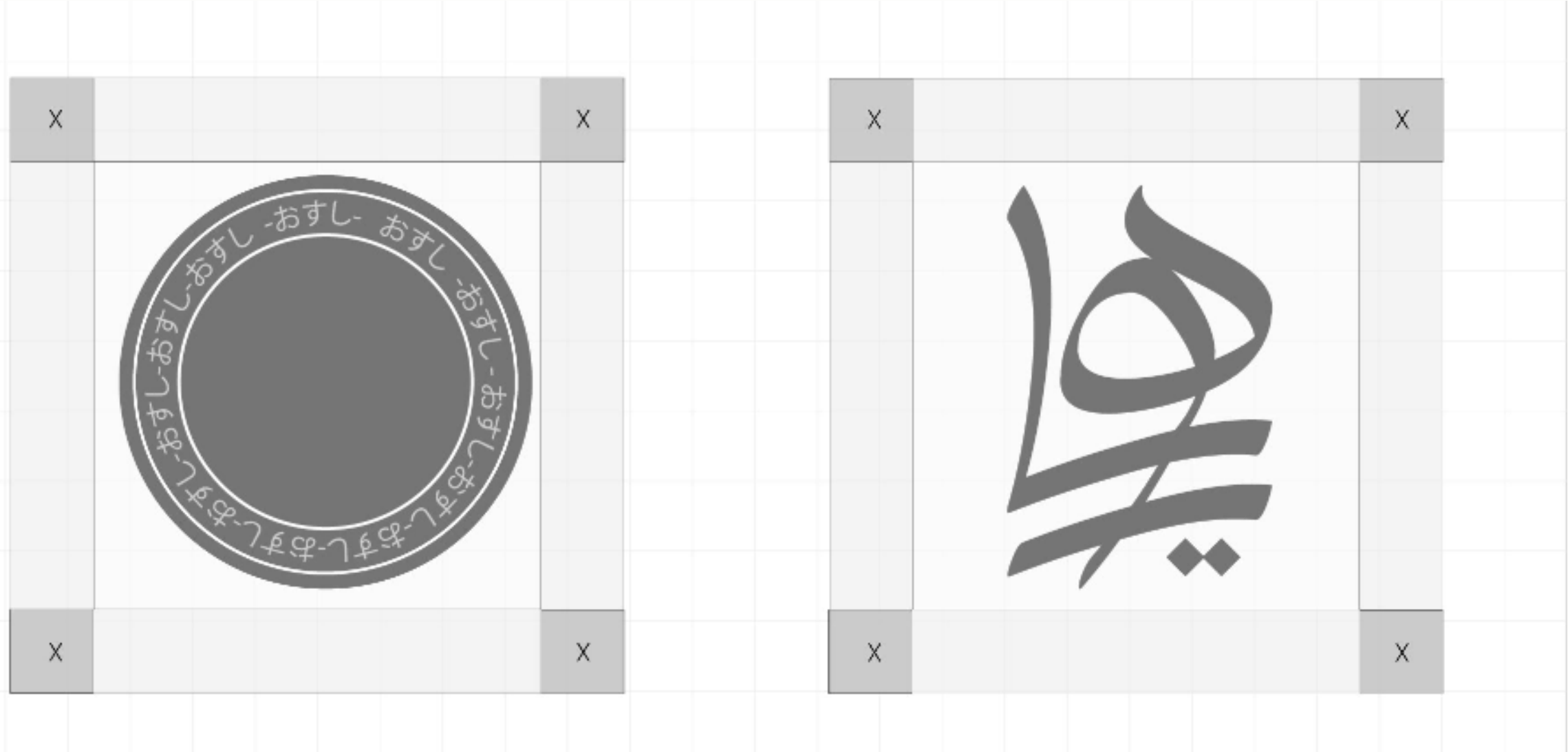
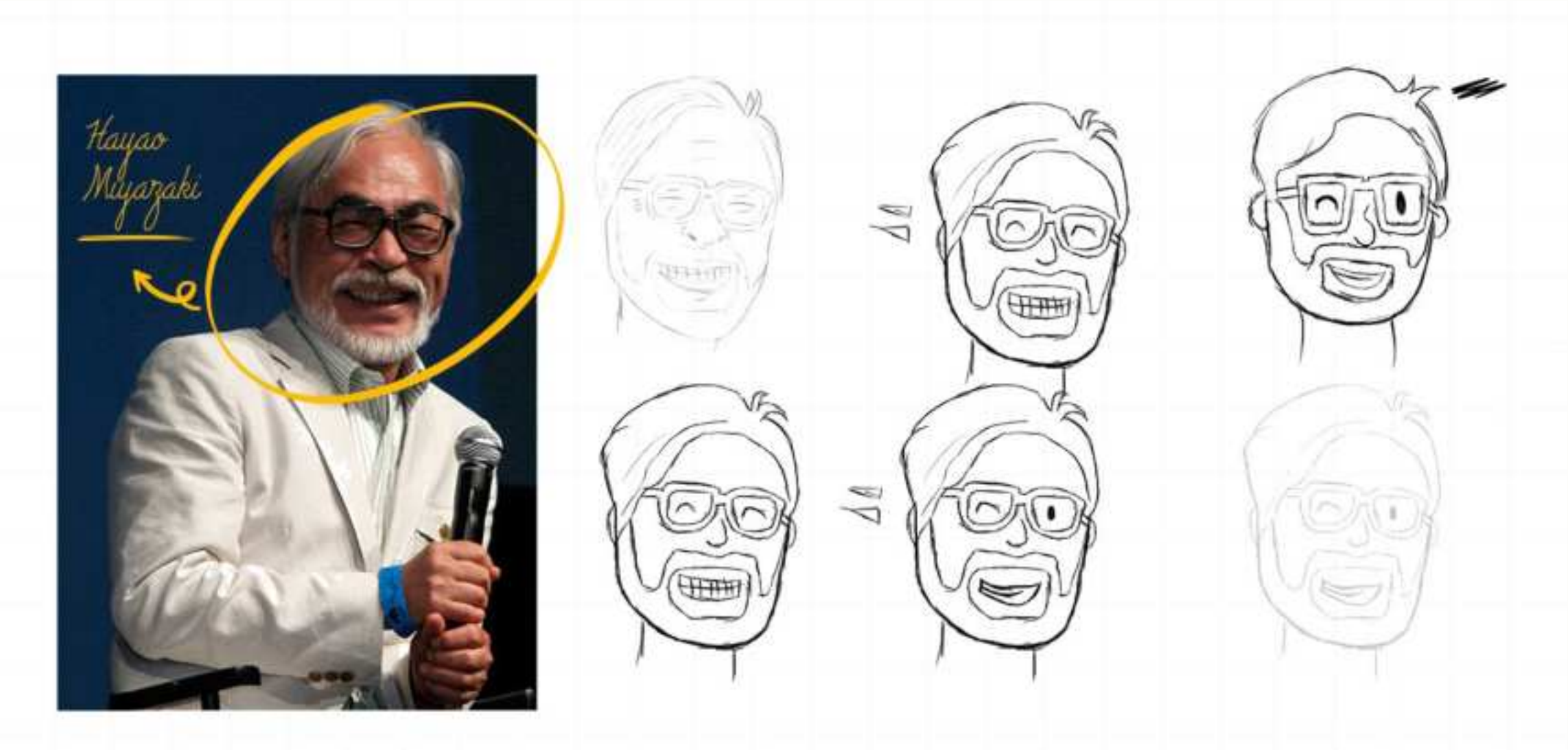
Logo from sketch to final, packaging, illustrations and characters, social posts and stories, motion and AI video.

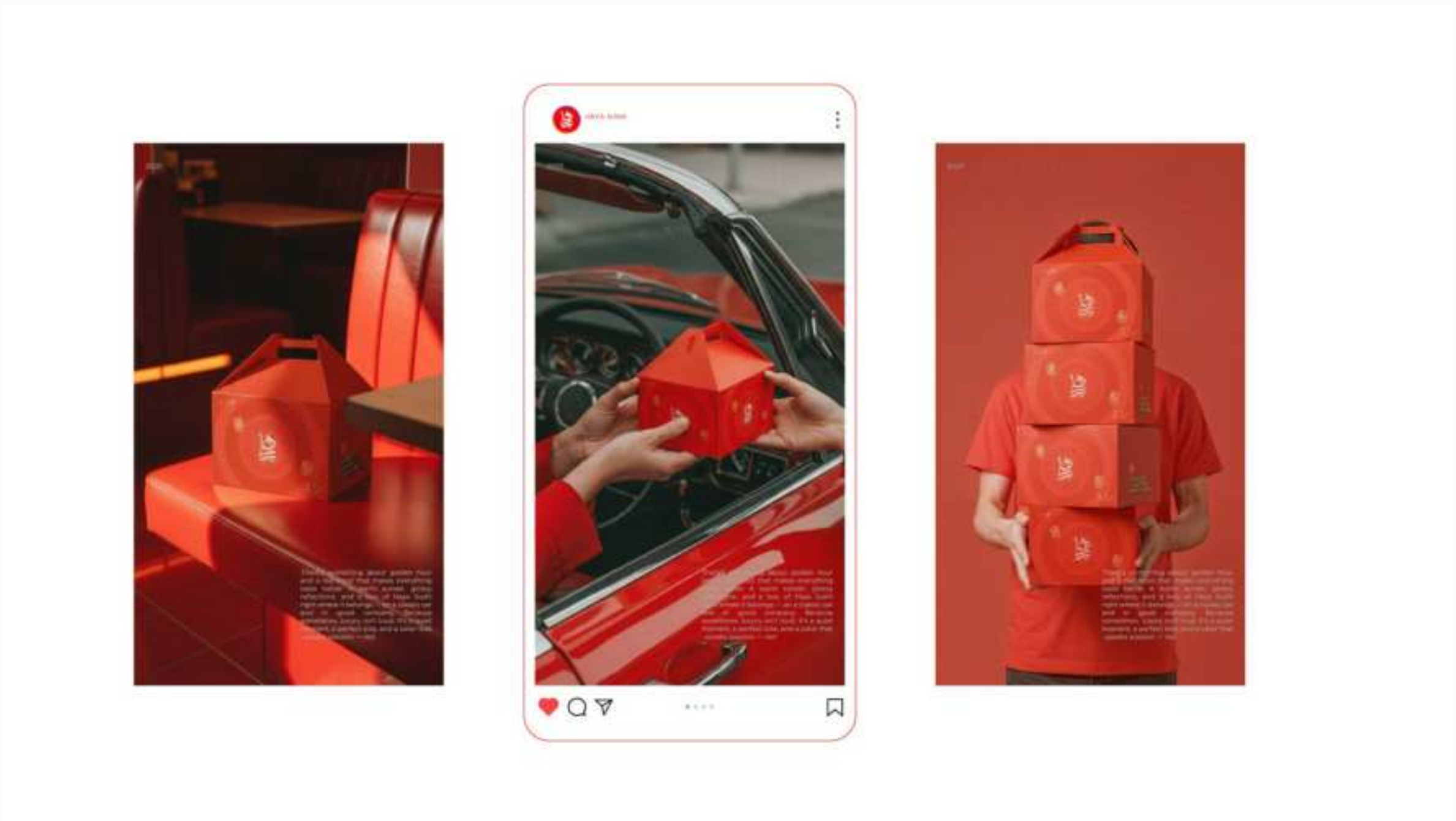
PROJECT SCOPE

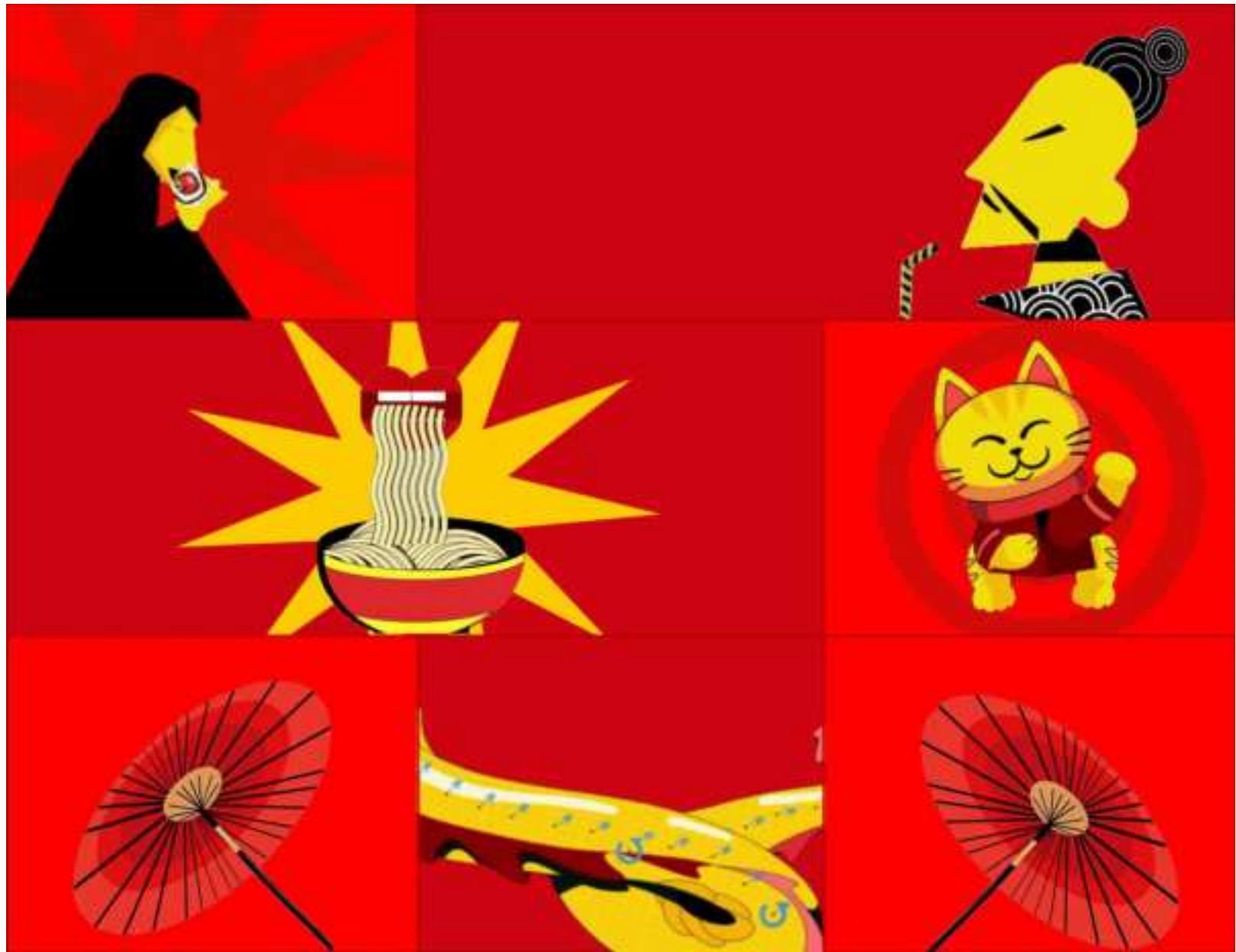
Logo design
Visual identity
Illustration
Packaging
Social media
Motion

CREDITS

Art direction & branding
Ahmed Essam
Illustration
Woroud Elsawi
Motion
Mohamed Ali
AI video
Ahmed Salem







PROJECT 05 / 06

GLOVO

Everyday delivery, with a bolder voice.

A portfolio rebranding exploration for Glovo: how would a trendier, bolder delivery brand look and feel?



01 THE CHALLENGE

Delivery apps compete on speed and price, and they tend to look alike. The goal was an expressive personality for everyday orders, without losing clarity.

02 THE IDEA

Ordinary moments, extra energy: a hand-drawn wordmark, burst shapes and characters that turn coffee time and food time into small events.

03 VISUAL DIRECTION

Electric blue and vibrant yellow, graffiti-style lettering, 3D illustration and bright, playful photography.

04 THE EXECUTION

Logo and wordmark, palette and type, 3D illustration, packaging, cups and bags, merchandise, posters, billboards and street media.

PROJECT SCOPE

Brand identity
Illustration
3D
Packaging
Advertising

CREDITS

Idea, branding, visuals, 3D, motion, illustration & typography
Ahmed Essam



Brand

In the swiftly evolving landscape of on-demand delivery services, Glovo stands out with a remastered emblem that is the epitome of modernity and foresight. The new logo, a harmonious blend of dynamic shapes and a forward-leaning design, captures the essence of speed and efficiency that is at the heart of Glovo's services. Its sleek lines

sharp angles reflect a commitment to rapidity, mirroring the lightning-fast delivery times that have become synonymous with the Glovo experience. The innovative use of bold colors and a minimalist approach not only makes the logo instantly recognizable but also serves as a visual promise of the brand's dedication to quick, seamless, and

future-ready service delivery. This is not just a logo; it's a symbol of the ultra-efficient lifestyle that Glovo brings to the table, literally and figuratively, connecting customers to their needs with unmatched swiftness.



Glovo's brand voice

resonates with the vibrancy of modern pop art, projecting an aura that is as friendly as it is contemporary. It speaks to the user with a cadence that mirrors the upbeat rhythm of today's bustling urban life, yet maintains a warmth that feels like a conversation with a good friend.

This tone is carefully crafted to echo the brand's ethos of being at the forefront of innovation while remaining approachable and reliable. The language used is crisp, clear, and devoid of jargon, ensuring that it is not just heard, but felt, creating an engaging and lasting narrative.

Glovo's voice embodies the spirit of a trusted companion in the fast-paced digital age, one that not only understands







PROJECT 06 / 06

VERVE FITNESS

From Olympus heights to Verve might.

The identity for Verve, a fitness studio built on personal potential and community.



01 THE CHALLENGE

Gyms often rely on generic muscle imagery. Verve needed a story that feels powerful and aspirational, and a system that works from the logo to the gym floor.

02 THE IDEA

Zeus, king of the Olympian gods and a timeless symbol of strength, gives the brand its spark: his lightning bolt becomes the mark and the energy behind every workout.

03 VISUAL DIRECTION

A sharp red-and-black identity, a bolt-shaped mark, Greek sculpture and gritty black-and-white photography.

04 THE EXECUTION

Logo, palette and type, gym interiors and signage, merchandise, social stories and reels covers.

PROJECT SCOPE

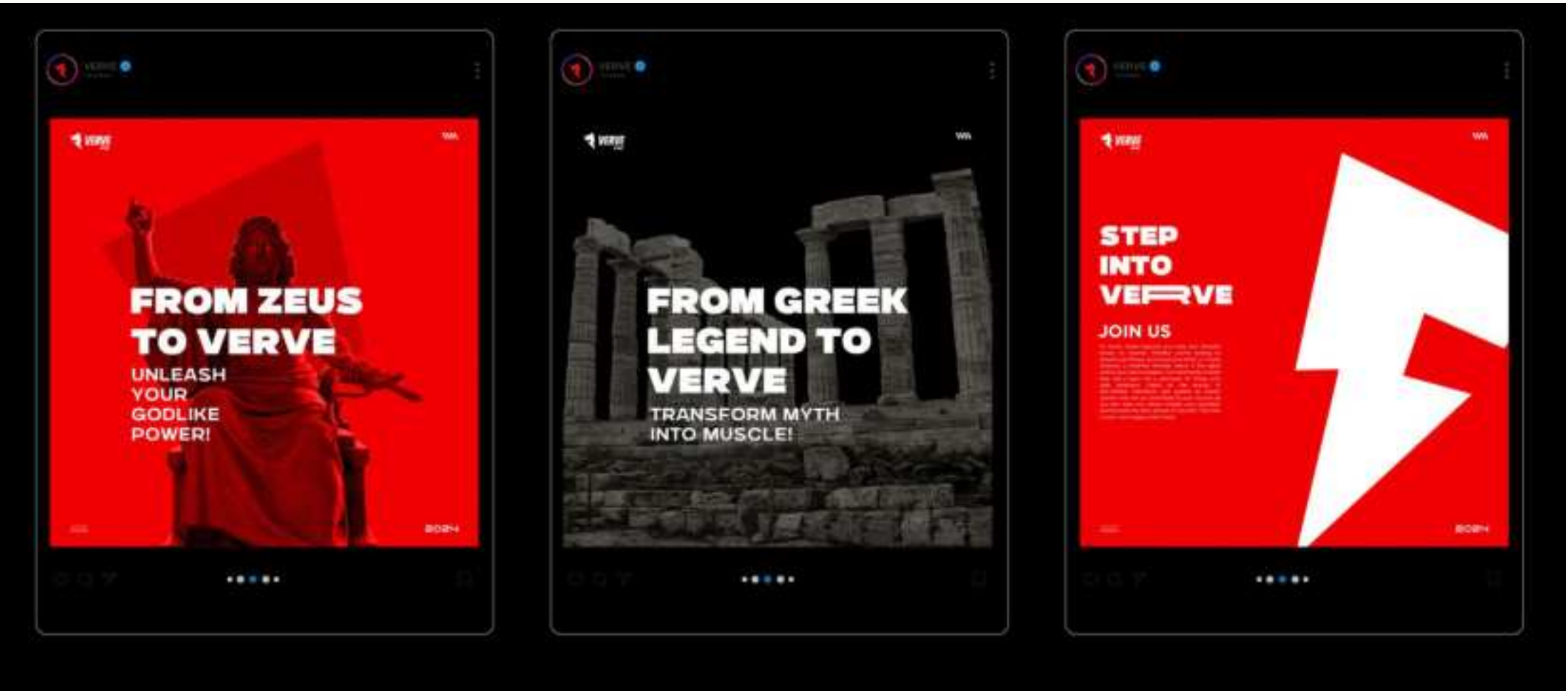
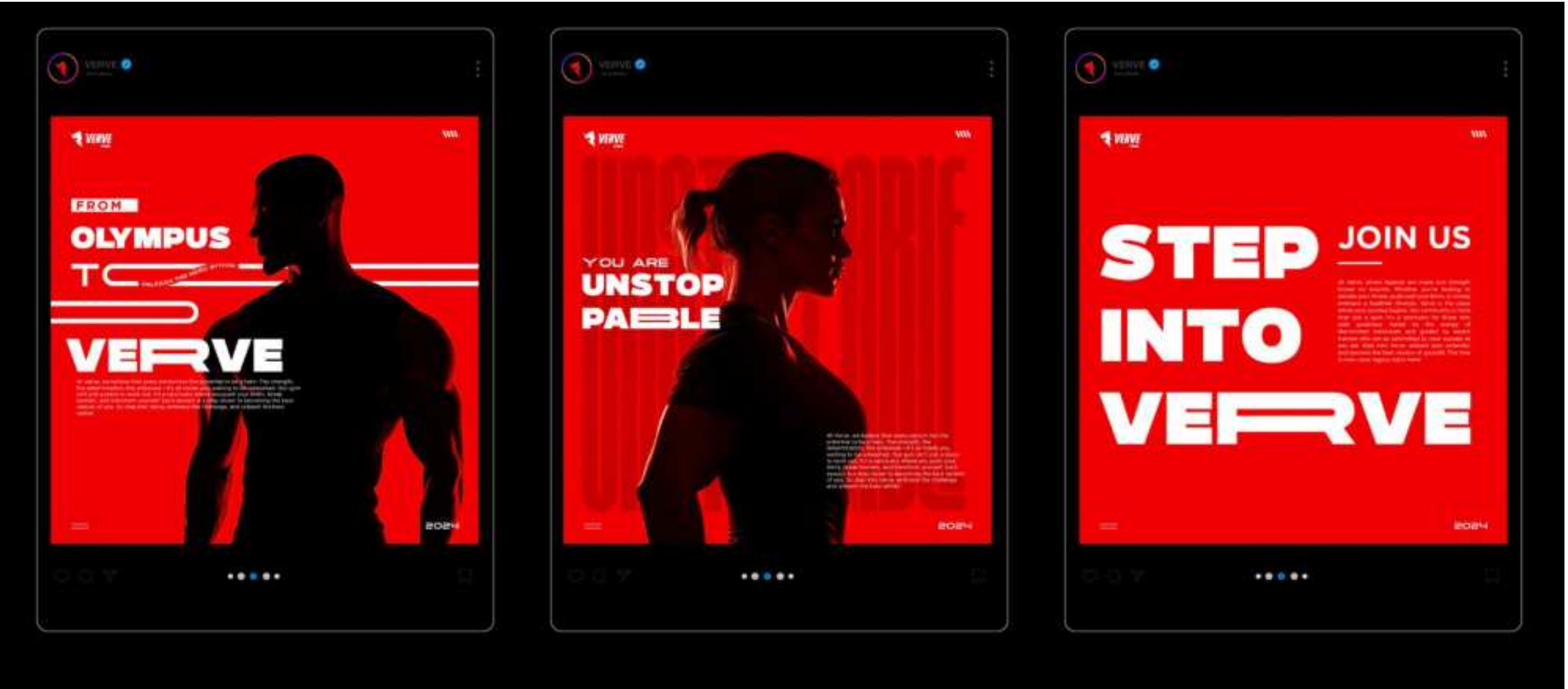
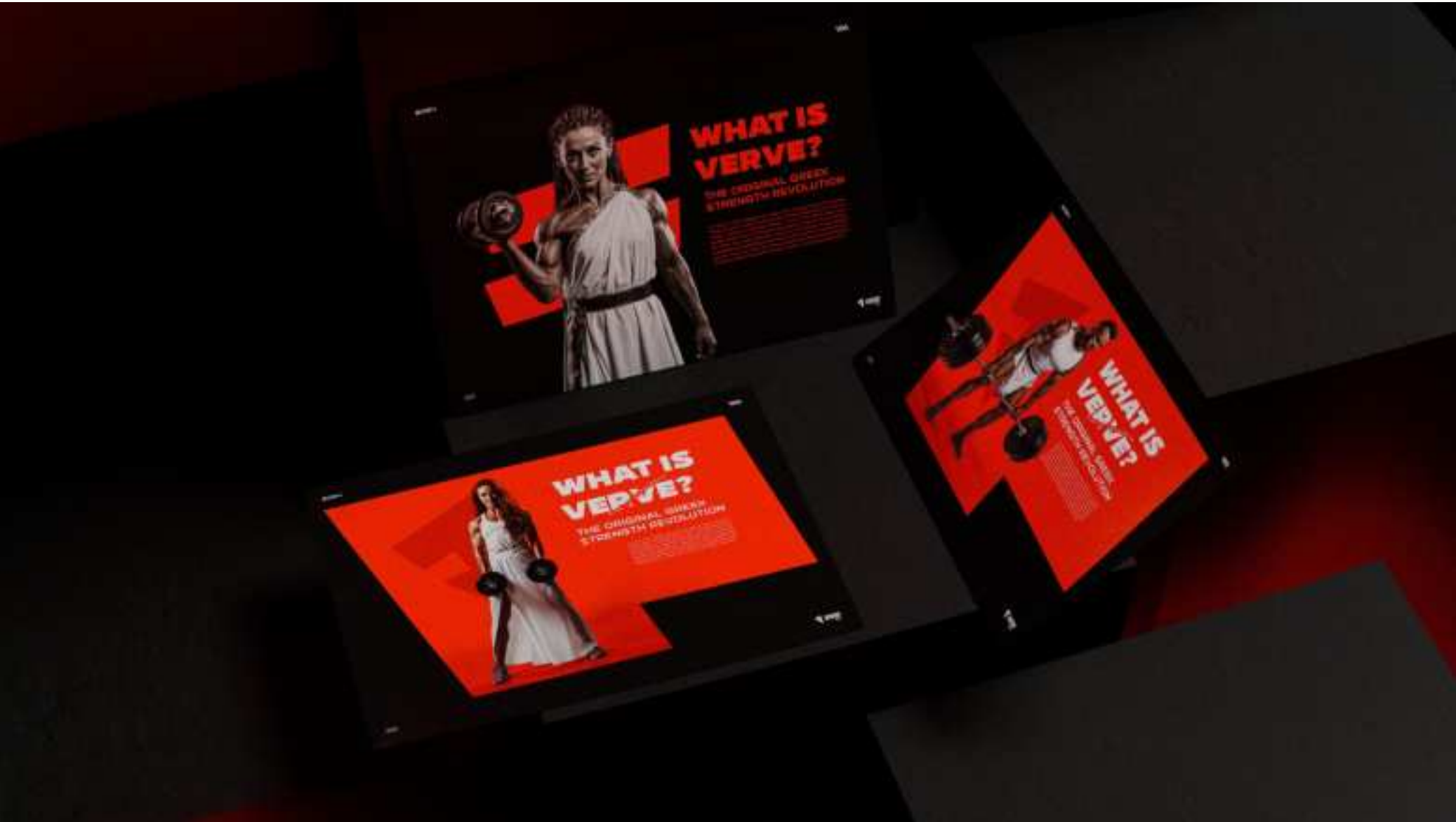
Logo design
Brand identity
Environmental design
3D
Social media

CREDITS

Art direction
Ahmed Essam







CAMPAIGNS & KEY VISUALS.

Master visuals and campaigns where an insight becomes one unmistakable image, directed through concept, set, light, 3D and Arabic typography.

01	STC Bahrain	CAMPAIGN ART DIRECTION	35
02	Lactel	CAMPAIGN ART DIRECTION	37
03	McCafé	CAMPAIGN ART DIRECTION	38

04	Malto	CAMPAIGN ART DIRECTION	40
05	City Club	CAMPAIGN ART DIRECTION	42
06	The Passion Trip	CAMPAIGN ART DIRECTION	44

PROJECT 01 / 06

STC BAHRAIN

More fun. More win.

Launch STC Bahrain’s high-speed router to a gaming audience.



01 THE CHALLENGE

Speed and connectivity are invisible and technical. The campaign had to make performance felt, in the visual language gamers already live in.

02 THE IDEA

Level up: step into a neon-lit, cyberpunk world where lag disappears and every move lands in real time.

03 VISUAL DIRECTION

Neon light, deep blues and reds and futuristic gaming rooms, with the router as the hero device inside the action.

04 THE EXECUTION

Master visuals, 3D router renders, neon signage, social posts, stories and animated assets.

PROJECT SCOPE

Campaign concept
Master visuals
3D & CGI
Social media

CREDITS

Art direction
Ahmed Essam



PROJECT 02 / 06

LACTEL

Every day is new.

A master visual for Lactel’s dairy range: milk, yoghurt and flavoured drinks.



01 THE CHALLENGE

Show a wide product range in one image without it turning into a crowded pack shot.

02 THE IDEA

Every day is new: the products ride a winding track through an open landscape, so variety reads as movement and possibility.

03 VISUAL DIRECTION

A fresh farm landscape, bright daylight and a playful track linking every product, plus a cutaway milk-carton house.

04 THE EXECUTION

3D master visual and social adaptations, and a carton-house concept developed from clay render to final.

PROJECT SCOPE

Master visual
Social media
3D visualization

CREDITS

Art direction
Ahmed Essam

PROJECT 03 / 06

McCAFÉ

Start your day with McCafé.

Three key visuals for McCafé that place coffee at the heart of the working day.



01 THE CHALLENGE

Coffee advertising leans on the same steam and beans. The visuals needed a fresh world the brand could own.

02 THE IDEA

The coffee break as the moment everything falls into place: a surreal office where desks, lamps and papers float, except you and your cup.

03 VISUAL DIRECTION

Each scene is locked into a single colour (blue, pink, teal), with the cup as the only warm note.

04 THE EXECUTION

Three key visuals built in Blender and finished in Photoshop, from clay renders to final.

PROJECT SCOPE

Campaign
Key visuals
3D (Blender)
Retouching

CREDITS

Art direction
Ahmed Essam



PROJECT 04 / 06

MALTO

Open your world.

Visual identity and campaign for Malto, a non-alcoholic malt drink in four flavours, for the Malaysian market.



01 THE CHALLENGE

Each flavour (apple, pear, pineapple and peach) had to have a personality of its own, while still reading as one brand on the shelf.

02 THE IDEA

Open your world: a refreshing experience infused with natural flavours, where each flavour gets its own colour and pattern.

03 VISUAL DIRECTION

Oversized fruit, natural textures, sunlight and water make flavour the hero of every composition.

04 THE EXECUTION

Can designs and flavour patterns, 3D product visuals, posters, social content and animated posts.

PROJECT SCOPE

Campaign
Branding
3D visualization
CGI
Illustration

CREDITS

Art director
Ahmed Essam
Brand designer
Ahmed Emad



PROJECT 05 / 06

CITY CLUB

Ebni batal: my son is a champion.

A campaign for City Club celebrating family, training and achievement.



01 THE CHALLENGE

Speak to parents and children at the same time, and make the club feel like a place where ambition is shared.

02 THE IDEA

Ebni batal, my son is a champion: a father and son on the podium together.

03 VISUAL DIRECTION

Bold, dimensional Arabic typography, trophies and podiums in a vivid sporting world, explored in green and teal.

04 THE EXECUTION

3D scenes built around a real father-and-son shoot, two colour directions and campaign key visuals.

PROJECT SCOPE

Campaign
Arabic typography
3D
Key visuals

CREDITS

Art direction
Ahmed Essam



PROJECT 06 / 06

THE PASSION TRIP

Joy without limits.

A campaign for Al Shaghaf that helps young people discover, develop and invest in their passions.



01 THE CHALLENGE

Make a self-discovery programme built on practical tools and scientific measurement feel exciting rather than academic.

02 THE IDEA

Passion as a journey: typography meets the airplane ticket, and every word takes flight.

03 VISUAL DIRECTION

Boarding passes, departure halls and 3D Arabic lettering in calm blues and teals, with one traveller for every path.

04 THE EXECUTION

Key visuals for different travellers (student, engineer, doctor), 3D lettering, social posts and registration content.

PROJECT SCOPE

Campaign
Arabic typography
3D
Key visuals
Social media

CREDITS

Art direction, typography, 3D & design
Ahmed Essam



SOCIAL MEDIA.

Fourteen brands across Egypt and Saudi Arabia, from dairy and appliances to ministries, banks and foundations. Feeds built as systems, so every post feels new and still unmistakably on brand.

01	Lactel	47
02	Nestlé	47
03	57357 Children’s Cancer Hospital	48
04	Egyptian Food Bank	48
05	Masr El Kheir	49

06	Digital Egypt	49
07	Ministry of Tourism	50
08	MOIE	50
09	Imperial	51
10	Broadcast	51

11	Pure Polymars	52
12	Salem Bin Mahfouz Foundation	52
13	Ministry of HR & Social Development	53
14	Saudi National Bank	53

LACTEL

DAIRY · EGYPT

Product-led posts for yoghurt, milk and flavoured drinks, each pack staged as a small, colourful scene.

[VIEW ON BEHANCE](#)



NESTLÉ

DAIRY · EGYPT

Flavour-first posts for Nestlé yoghurt: fruit, splashes and bright colour blocks around the pack.

[VIEW ON BEHANCE](#)



57357 CHILDREN’S CANCER HOSPITAL

HEALTHCARE · EGYPT

Ramadan donation posts built around the children the hospital serves, with one clear call to give.

[VIEW ON BEHANCE](#)



EGYPTIAN FOOD BANK

NON-PROFIT · EGYPT

Posts against food waste and for school meals, from the dinner plate to pocket money.

[VIEW ON BEHANCE](#)



MASR EL KHEIR

FOUNDATION · EGYPT

Eid al-Adha and charity posts that turn giving into simple, warm moments.

VIEW ON BEHANCE ➤



DIGITAL EGYPT

GOVERNMENT PLATFORM · EGYPT

Explainers for government services on the Digital Egypt platform, staged in a clean 3D world.

VIEW ON BEHANCE ➤



MINISTRY OF TOURISM

GOVERNMENT · EGYPT

Ancient Egypt told in bite-size facts, for a curious audience.

[VIEW ON BEHANCE](#)



MOIE

CLIMATE AWARENESS · EGYPT

Egyptian landmarks and landscapes facing rising seas, drought and heat.

[VIEW ON BEHANCE](#)



IMPERIAL

HOME APPLIANCES · EGYPT

Seasonal and Ramadan posts that put the cooker at the centre of family life.

[VIEW ON BEHANCE](#)



BROADCAST

AGENCY · SAUDI ARABIA

Posts for a Saudi broadcast agency, from national days to the power of innovation.

[VIEW ON BEHANCE](#)



PURE POLYMARS

INDUSTRY · SAUDI ARABIA

Industrial know-how made friendly: recycling and products explained in clear, illustrated posts.

[VIEW ON BEHANCE](#)



SALEM BIN MAHFOUZ FOUNDATION

FOUNDATION · SAUDI ARABIA

Posts for youth and community programmes in a bold, illustrated style.

[VIEW ON BEHANCE](#)



MINISTRY OF HUMAN RESOURCES & SOCIAL DEVELOPMENT

GOVERNMENT · SAUDI ARABIA

Volunteering posts that celebrate people who give their skills: “volunteer differently”.

[VIEW ON BEHANCE](#) ➤



SAUDI NATIONAL BANK

BANKING · SAUDI ARABIA

Social entrepreneurship posts for SNB's Ahalina programme.

[VIEW ON BEHANCE](#) ➤



VISUAL ART & TYPOGRAPHY.

Personal work where the idea leads and the craft follows: Arabic lettering, character illustration and 3D, made out of love for the image and the culture around it.

01	The End of the Street	TYPOGRAPHY & VISUAL ART	55
02	It's Not Easy	VISUAL ART	57

PROJECT 01 / 02

THE END OF THE STREET

“Akher el share’, ya osta!”

A personal project about Egyptian traffic, and the people who make it.



01 THE CHALLENGE

Capture the chaos, humour and character of Egyptian streets in a way that feels local, warm and collectible.

02 THE IDEA

“To the end of the street, driver!”: the sentence every passenger knows, turned into a series of rides and characters.

03 VISUAL DIRECTION

Arabic lettering for each ride (tuk-tuk, microbus, public bus, Vespa), bright posters and stamps, mixing 3D and 2D.

04 THE EXECUTION

Lettering from pencil sketch to final, character design, 3D models, posters, stamps and digital painting.

PROJECT SCOPE

Arabic typography
Illustration
3D modelling
Digital painting
Character design

CREDITS

Art direction, 3D, texture, typography & digital painting
Ahmed Essam
Character design & illustration
Woroud Elsawi



PROJECT 02 / 02

IT'S NOT EASY

To be an athlete, it's not easy.

A personal series made as a gift to athletes around the world.



01 THE CHALLENGE

Show the effort behind sport, not only the glory at the finish line.

02 THE IDEA

To be an athlete, it's not easy. We support you: keep going.

03 VISUAL DIRECTION

Explosive colour, lightning and motion around basketball and cycling, and a monumental 3D title in cracked stone.

04 THE EXECUTION

Illustrated scenes, 3D typography and retouching, combined into three key artworks.

PROJECT SCOPE

Visual art
Illustration
3D typography
Retouching

CREDITS

Direction, concept, retouch & 3D
Ahmed Essam
Illustration
Woroud Elsawi



HAVE SOMETHING IN MIND?

LET'S MAKE MEANING.

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

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LET'S TALK

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