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PORTFOLIO AHMED ESSAM



DESIGN IS NOT JUST
WHAT IT LOOKS LIKE
AND FEELS LIKE. DESIGN
IS HOW IT WORKS

LETS
START

GOOD DESIGN IS LIKE A
REFRIGERATOR—WHEN

*IT WORKS, NO ONE
NOTICES. WHEN IT
DOESN'T, IT STINKS*

THE IMPORTANCE OF
A PORTFOLIO

A GREAT PORTFOLIO IS YOUR TICKET
TO STANDING OUT IN THE CREATIVE
INDUSTRY. REAL-WORLD BRIEFS
HELP SHARPEN YOUR SKILLS,
EXPAND YOUR STYLE, AND BUILD A
PORTFOLIO THAT GRABS
ATTENTION. WORK WITH ESSAM IS
ALL ABOUT GIVING CREATIVES
HANDS-ON EXPERIENCE TO GROW,
ADAPT, AND LAND BIGGER
OPPORTUNITIES.



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AHMED ESSAM

ART DIRECTOR

I am an Art Director & Instructor with over 8 years of experience in the creative industry, shaping visual narratives and crafting impactful designs since 2016. Passionate about staying ahead of trends, I constantly explore new techniques and push creative boundaries to keep my work fresh and dynamic.

What I fear the most? Repetition and imitation. I strive to ensure that every project I create is unique, blending different elements to produce work that is both professional and powerful. I believe that true creativity lies in the art of fusion—merging ideas, styles, and inspirations to craft something entirely new.

For me, design isn't just about aesthetics; it's about innovation, storytelling, and creating experiences that leave a lasting impact.

RES UME

BASIC INFORMATION

BD:5-5-1997
L.T:WEST EL BALAD
,CAIRO

☎ +02 01069642072



WORK EXPERIENCE

MEFAN — (ART DIRECTOR)

(2023-TILLNOW)

Saudi Arabia's Leading 360° Digital & Events Agency

For over 8 years, MEFAN has led the Saudi market in social media, digital marketing, and event management. Partnering with top government entities and brands, we craft impactful campaigns and immersive experiences with creativity and precision.

UMS — (ART DIRECTOR)

(2022-2023)

INGREDIENTS – The Digital Powerhouse of United Media Services

As the digital arm of Synergy and a key subsidiary of United Media Services, INGREDIENTS is a leading force in Egypt's digital landscape. Specializing in social media, digital marketing, and content creation, the agency partners with top government entities and major brands, delivering impactful campaigns

ADFFINITY — (SENIOR GD)

(2020-2022)

Adffinity is a top-tier agency specializing in pharmaceutical marketing across Egypt, Saudi Arabia, and the UAE. With expertise in high-impact visuals and large-scale event management, Adffinity crafts compelling brand experiences that elevate the pharma industry.

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KSA CLIENT

For over four years, I've worked on the Saudi market, handling government projects, major brands, and local products. My expertise lies in creating impactful visuals and marketing strategies tailored to the Kingdom's unique landscape.



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EGYPT CLIENT

I've worked with some of Egypt's top brands, creating impactful visuals and strategic campaigns that elevate their presence. Collaborating across industries, I've helped shape strong brand identities and engaging content that connects with audiences.



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UAE CLIENT

I've worked extensively in the UAE market, collaborating with major brands and government entities. With a strong focus on ministries and large-scale projects, I've delivered impactful visuals and strategic campaigns that enhance brand presence and audience engagement.



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