



# RESUME

## MOHI HASSAN

hey@mohihassan.com

+20 1010150242

Egypt, New Cairo



Art Director — Helped 175+ Brands build impactful branding & leave lasting impressions in Saudi Arabia & worldwide SaaS | Startups | B2C • B2B

I design brand identities that work — not just look good. With over a decade in design, and 5+ years focused on brand systems, I've delivered 175+ identity projects across MENA and beyond. My approach blends creative direction with organized execution: dashboards, workflows, structured assets, and scalable systems. I build brands that grow — fast, consistent, and built to last.

## WORK EXPERIENCE

Jul 2018 - Present

### Freelance · Brand Identity & Design Systems

Self-employed – Working with agencies, startups & founders remotely

Delivered full brand identities — including strategy, naming, logo systems, guidelines, and rollout assets — with hands-on direction across every touchpoint.

Focused on building clear, consistent, and effective brands that scale.

Jun 2023 - Present

### Founder · Head of Brand

 **Muzheel** Arabic design subscription service

Built the brand, system, and creative ops for a fast-paced subscription-based platform.

[Website](#)

Dec 2018 - Present

### Founder · Art Director

 **MOHI HASSAN DESIGN** Digital branding studio

Led 170+ branding projects. Developed tools & workflows for fast, scalable delivery.

[Website](#)

Aug 2018 - Nov 2019

### Brand identity designer


 **Zeeny Design House**

Designed identity kits & visual systems for startup brands.

[Portfolio](#)

May 2014 - Dec 2014

### Senior Graphic Designer

 **Magenta** Advertising agency

Created visuals for social campaigns & compact identity work.

[Website](#)

## SKILLS



### Brand Systems

Logo systems · Typography · Guidelines · Design architecture · Visual consistency



### Tools & Platforms

Adobe CC (Photoshop, Illustrator, After Effects, InDesign) · Figma · Framer · Webflow · Plutio · Notion · ClickUp



### AI & Automation

ChatGPT · Claude · Firefly · ImageFX · Prompt engineering · Smart asset generation



### Design Ops

Dashboards · Creative workflows · Project delivery systems · Smart revisions · Documentation



### Communication

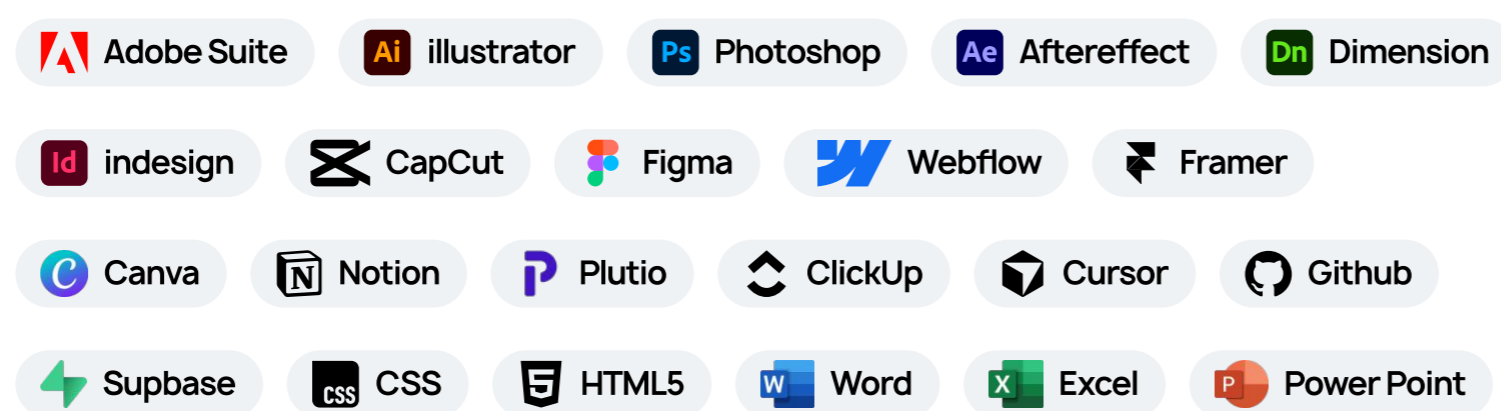
Creative direction · Team leadership · Client presentation · Proposal structuring · Visual storytelling



### Technical

Basic HTML & CSS · Interactive prototyping · Asset prep for dev/ motion/print

## TOOLS



## EDUCATION

**Bachelor's in Business Administration**

MISR Engineering & Technology, 2018

## LANGUAGES

**Arabic – Native**

**English – Professional proficiency**