



Mahmoud Fakharany

Associate Creative Director | Art Background

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Languages Arabic | English

Associate Creative Director with over 12 years of experience building 360° campaigns across MENA for iconic brands. Skilled at crafting bold concepts, cinematic storytelling, and culturally resonant visuals across film, key visuals, digital, and social. Deeply involved in every phase — from ideation and art direction to final execution — with a proven ability to lead creative teams and elevate brand perception.

Currently integrating AI tools such as MidJourney, Runway, Kling, and ChatGPT into campaign ideation, storyboarding, and visual production to streamline workflows and push creative boundaries.

Core Skills

- Art Direction
- Graphic Design
- Layout design
- Visual design
- Brand Guidelines
- Typography
- Digital Design
- Social Media Design
- Outdoors Designs
- Package design
- Photomanipulation
- Retouching
- Leadership
- Team Managment
- Time Managment
- Concept Development
- Presentation skills

Creative Tools

- Photoshop
- Illustrator
- After Effects
- Lightroom
- Keynote
- PowerPoint

EMPLOYMENT HISTORY

Senior Art Director at Saatchi & Saatchi MEA

Dubai

Sep 2024 - Present

- Leading multi-channel campaign development from concept to execution for high-profile clients.
- Responsible for art direction on ATL and digital campaigns, key visuals, and pitch decks.
- Partnering with strategy and copy teams to craft Cannes-worthy ideas rooted in insight and human truth.
- Managing internal creative teams and freelancers to meet tight timelines with high creative standards.

Senior Art Director at Yo Telecom

Dubai

Feb 2024 - Aug 2024

- Collaborated closely with the marketing team, to generate new ideas & Developed innovative designs.
- Conducted research to inform and inspire the design of creative materials, keeping abreast of industry trends, new technologies, and insights into customer preferences.
- Developed brand guidelines for a consistent creative identity through typography, photography, colors and illustrations, roll out a set of materials for internal and external teams.

Senior Art Director at Floward

Dubai

Jan 2023 - Feb 2024

- Supervised central creative team that responsible for global campaigns through 9 countries “KSA, UAE, Kuwait, Qatar, Oman, Bahrain, Jordan, UK,& Egypt” and worked to accomplish 100% client satisfaction.
- Oversaw all aspects of design and development, and offered design solutions when necessary.
- Worked to motivate and support all creative staff, resulting in excellent workflow and productivity.
- Collaborated closely with the copy-writing team to develop 2 creative campaigns from concept to conception. Finalized with high quality creative materials showcasing a polished, high-end appearance.
- Head edited and art directed photoshoots of the products, consulted with post-production artists on digital retouching and color correcting to ensure optimum quality.
- Developed brand guidelines for a consistent creative identity through typography, photography, colors and illustrations, roll out a set of materials for internal and external teams.
- Optimized work processes and mentored a team of 8 staff artists to ensure projects’ timelines and quality standards are met.
- Conducted research to inform and inspire the design of creative materials, keeping abreast of industry trends, new technologies, and insights into customer preferences.
- Applied creative strategies to other mediums, like product packaging, as well as online and print ads, delivering projects with a consistent visual and high-end aesthetic.

Senior Art Director at Emirates Auction

Aug 2022 - Jan 2023

- Supervised creative teams and worked to accomplish 100% client satisfaction.
- Oversaw all aspects of design and development, and offered design solutions when necessary.
- Worked to motivate and support all creative staff, resulting in excellent workflow and productivity.
- Developed brand guidelines for a consistent creative identity through typography, photography, colors and illustrations, roll out a set of materials for internal and external teams.
- Optimized work processes and mentored a team of 5 staff artists to ensure projects' timelines and quality standards are met.
- Conducted research to inform and inspire the design of creative materials, keeping abreast of industry trends, new technologies, and insights into customer preferences.
- Applied creative strategies to other mediums, like online and print ads, delivering projects with a consistent visual and high-end aesthetic.

Dubai

Senior Art Director at SOCIALEYEZ

Jan 2022 - Aug 2022

- Supervised creative teams and worked to accomplish 100% client satisfaction.
- Oversaw all aspects of design and development, and offered design solutions when necessary.
- Worked to motivate and support all creative staff, resulting in excellent workflow and productivity.
- Developed creative directions for a consistent creative identity through typography, photography, colors and illustrations, roll out a set of materials for internal and external teams.
- Optimized work processes and mentored a team of 6 staff artists to ensure projects' timelines and quality standards are met.
- Conducted research to inform and inspire the design of creative materials, keeping abreast of industry trends, new technologies, and insights into customer preferences.
- Collaborated closely with the copy-writing team, to generate new ideas and present it to the client.

Dubai

Senior Art Director at Dentsu Creative

Jan 2021 - Jan 2022

- Collaborated closely with the copy-writing team, to generate new ideas and present it to the client.
- Taking ownership of the visual elements for new business pitches.
- Conducted research to inform and inspire the design of creative materials, keeping abreast of industry trends, new technologies, and insights into customer preferences.
- Developed innovative designs to produce an effective advertising campaign.
- Developed brand guidelines for a consistent creative identity through typography, photography, colors and illustrations, roll out a set of materials for internal and external teams.

Cairo

PREVIOUS EXPERIENCE

Sr. Art Director at 5d Agency	Cairo	Art Director at Viola	Abu Dhabi
Mar 2019 - DEC 2020		Sep 2018 - Feb 2019	
Art Director at 5d Agency	Cairo	Lead Graphic Designer at 5d	Cairo
Sep 2017 - Aug 2018		May 2017 - Sep 2017	
Sr. Graphic Designer at 5d Agency	Cairo	Sr. Graphic Designer at VL Digital	Cairo
Sep 2016 - Apr 2017		Nov 2015 - Aug 2016	
Graphic Designer at The Digitribe	Cairo	Graphic Designer at MO4 Network	Cairo
Jun 2015 - Nov 2015		Jan 2015 - May 2015	

EDUCATION

Bachelor of Tourism Studies, Fayoum University, Egypt, 2013

Graphic Design Diploma, YAT Learning Center, Egypt, 2012