

# Islam Abdelaziz

## Art Director

Email : [Islam.abdlaziz@gmail.com](mailto:Islam.abdlaziz@gmail.com) Phone : +971507354610 Location : Dubai Portfolio : [Islamabdelaziz.com](http://Islamabdelaziz.com)

### Summary

With over 9 years of creative leadership, I specialize in immersive digital storytelling, UI/UX design, and 2D content creation. I've led cross-functional teams delivering high-impact interactive visuals, promotional content, and user interfaces across mobile & web for leading brands and government entities in the MENA region.

Work History	<b>Yalla Group</b> Art Director Mar 2022 - Present	<ul style="list-style-type: none"><li>Created print and digital assets including posters, banners, and promotional materials.</li><li>Led YallaChat campaigns, driving over 10M downloads and 30M+ social media views.</li><li>Directed visual campaigns for Age of Legends, increasing downloads by 30%.</li><li>Established and maintained brand guidelines across nine global products.</li><li>Executed creative strategies based on MENA market trends and consumer behavior.</li><li>Ensured visual consistency across all platforms and marketing channels.</li></ul>
	<b>AWStreams</b> Art Director Jan 2021 - Mar 2022	<ul style="list-style-type: none"><li>Delivered 120+ visual campaigns across print, digital, social media, and web platforms.</li><li>Created custom illustrations, iconography, and high-impact ad creatives.</li><li>Designed landing pages focused on lead generation and user engagement.</li><li>Tailored creative assets to meet the needs of diverse third-party clients.</li><li>Maintained high quality standards, resulting in consistent client satisfaction.</li><li>Communicated creative concepts clearly to internal teams and stakeholders.</li></ul>
	<b>I-Geeky</b> Art Director Jan 2020 - Jan 2021	<ul style="list-style-type: none"><li>Led design efforts for social media campaigns, websites, and digital ads across client accounts.</li><li>Acted as the creative partner for Huawei Egypt, managing projects from concept to delivery.</li><li>Produced event visuals, landing pages, packaging, and e-commerce UI designs.</li><li>Motivated and guided multidisciplinary teams to deliver high-impact creative work.</li></ul>
	<b>Maker Faire Cairo</b> Art Director Jan 2019 - Jan 2020	<ul style="list-style-type: none"><li>Led a team of artists to deliver creative content, digital assets, and print materials for Maker Faire Cairo.</li><li>Developed cohesive branding and packaging for giveaways and event logistics.</li><li>Managed web and social media design to support event visibility and engagement.</li><li>Executed campaigns that helped drive high engagement and over 12,000 ticket sales.</li></ul>
	<b>Shawkat Trading</b> Senior Graphic Designer Jan 2018 - Jan 2019	<ul style="list-style-type: none"><li>Boosted conversion rates by 25% through strategic visual storytelling.</li><li>Led the design and rollout of marketing campaigns with strong brand alignment.</li><li>Created compelling visuals tailored to resonate with target audiences.</li></ul>
	<b>Motoon</b> Graphic Designer Jan 2017 - Jan 2018	<ul style="list-style-type: none"><li>Developed creative concepts for digital and print media while maintaining brand consistency.</li><li>Designed user-focused interfaces for mobile apps and websites in cross-functional teams.</li><li>Managed multiple design projects, ensuring on-time delivery and high-quality execution.</li></ul>

Skills	Design tools	Design Skills	Soft Skills
	Figma, Sketch, Adobe Illustrator, Photoshop, After effect, Premier, Framer	Creative Direction, Art Direction, Product Design, Product Research, Market Research, Branding, Creative Strategy, Motion Graphics, Advertising, Storytelling, Communication Skills, Marketing, Design Systems	Team Leadership, Cross-functional Collaboration, Brand Identity, Client Presentations, UX/UI Principles, Design Thinking

Education	Bachelor's of Computer Engineering Higher Technological Institute	Certifications
		<ul style="list-style-type: none"><li>Figma Masterclass – Designership</li><li>Design Systems – Memorisly</li><li>Creative Direction – Domestika</li></ul>