

Hatem Hisham

Art Director | Brand Identity, Campaigns & Visual Direction | Creative Team Leadership

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PROFESSIONAL SUMMARY

Art director with 6+ years of experience shaping brand identities, campaigns and digital products for 30+ brands across the GCC and Egypt, including La Marzocco, Baskin Robbins and Mouwasat. Currently Executive Lead of Creative Operations & Delivery at SpecMedia, a Dubai creative and performance marketing agency, setting the creative direction and leading a 12-person team across design, content, media buying, video production and SEO. Hands-on across branding, UI/UX, social campaigns, video editing and motion graphics, with the operational and client skills to take ideas from pitch to delivery. Bilingual Arabic/English; based in Cairo and open to relocation.

SKILLS

- Art Direction & Creative:** Art Direction, Creative Concepts, Visual Direction, Brand Identity, Brand Strategy, Integrated Campaigns, Social Media Campaigns, Video Editing, Motion Graphics, Video & Photo Production, UI/UX Design, Web Design, Typography, Presentation Design, Print Design
- Leadership & Operations:** Team Leadership, Hiring, Mentoring & Training, Creative Operations, Cross-functional Team Management, Delivery Management, Workflow Optimization, Project Management, Resource Planning, Creative QA
- Clients & Growth:** Client Relationship Management, Account Management, Business Development, Consultative Selling, New Business Pitching, Proposal Development, Performance Marketing, Paid Social (Meta Ads), Google Ads, SEO, Content Strategy
- Tools:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Figma, Generative AI (Google Gemini / Nano Banana, Magnific, Flux, Recraft, Claude)

EXPERIENCE

Executive Lead, Creative Operations & Delivery May 2026 – Present

SpecMedia, Dubai, UAE

- Set the creative and visual direction across accounts, from campaign concepts and brand identities to video and photo production, and stay hands-on in design, UI/UX, video editing and motion graphics.
- Lead a 12-person department across five teams (graphic design, content creation, media buying, video production and SEO), each with senior specialists.
- Hire, train and mentor team members, and set the creative standards the department works to.
- Run delivery for 6+ concurrent client accounts, shipping 150+ assets a month (social content, reels, video, campaign and brand design) through one pipeline for briefing, resourcing, scheduling, creative QA and client sign-off.
- Drive new business: lead sales and discovery calls, scope retainers and pitch to clients. Built the agency's master proposal system and directed 28+ growth proposals across healthcare, F&B, fashion, beauty, furniture, SaaS and e-commerce in the UAE, KSA and Egypt.
- Introduced AI-assisted production (generative imagery, upscaling, automated vector build pipelines) to cut turnaround while keeping files editable and on-brand.

Senior Graphic Designer Aug 2025 – Jul 2026

EELAF, Cairo, Egypt

- Owned brand consistency for a regional electrical-infrastructure distributor across social media, e-commerce, digital marketing and print.
- Designed brochures, product catalogs, corporate profiles, sales presentations and exhibition graphics.
- Worked with marketing and business teams to turn commercial goals into clear, consistent communication.

Senior Graphic Designer Jun 2025 – Aug 2025

YBA Architects, Cairo, Egypt

- Led design direction for the practice's presentations, branding and marketing materials.
- Worked with architects on proposal visuals, project boards and portfolios, from concept to delivery.

Senior Graphic Designer

Sep 2024 – Jun 2025

Reach Plus Media, Bahrain (Remote)

- Delivered social media, branding and print work for GCC brands in retail, F&B, healthcare and beauty, including Baskin Robbins and Mouwasat.
- Art-directed large bilingual (Arabic/English) social campaigns, including themed campaigns for Rondvill, a luxury toy retailer in Qatar.
- Created social posts and reels that increased audience interaction and engagement.
- Developed logos, visual identity systems and brand guidelines for a range of clients.

UI/UX Designer & Graphic Designer

Jan 2023 – Feb 2025

Shtine SW, Cairo, Egypt

- Led UI/UX design for a range of digital products, backed by user research and usability testing.
- Worked with development teams to implement designs.
- Created graphic elements for marketing materials and product interfaces.

Graphic Designer (Freelance)

Dec 2019 – Dec 2022

Self-employed, Remote

- Created brand identities (logos, business cards, promotional content) for a range of clients.
- Designed web, social and print content while managing multiple projects and deadlines at once.

EDUCATION

B.Eng. Mechatronics, Robotics & Automation Engineering

2019 – 2024

Egyptian Academy for Engineering & Advanced Technology (EAEAT), Cairo. Grade: Very Good

LANGUAGES

Arabic (Native), English (Fluent)

SELECTED CLIENTS

La Marzocco, Baskin Robbins, Mouwasat, Rondvill, and 25+ more brands across the GCC and Egypt