

# Mohey Shaheen

## Art Director | Brand & Product Design

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### Professional Summary

Art Director with strong experience in brand communication, visual systems, and product-focused design. Skilled in leading creative direction, developing brand identities, and improving digital experiences across products and platforms. Currently expanding into product design by combining visual expertise with a growing focus on user experience, behavior, and business outcomes.

### Professional Experience

#### Quant – Art Director | Aug 2023 — Present

- Lead creative direction for Quant’s marketing, product communication, and digital brand presence.
- Began in the marketing division, focusing on product development for **Fruits360**, creating improved visual experiences to enhance customer engagement and product perception.
- Later took ownership of both **Fruits360** and **Quant’s corporate marketing**, managing social media development and helping drive a noticeable improvement in brand presence and content quality.
- Currently lead the creative direction of **Suhail Real Estate Platform**, overseeing social media, UI/UX improvements, and the platform’s overall visual communication.
- Design and develop presentations, internal reports, and official communication materials for major clients and entities, including RCRC and other high-profile stakeholders.

#### Manara – Senior Graphic Designer | Jan 2020 — Mar 2025

- Delivered brand, marketing, and corporate communication design solutions for leading financial-sector clients through Manara, supporting both product-level and institutional communication needs.
- Played a key role in developing and managing integrated brand systems, including identity design, messaging structures, and institutional usage frameworks tailored to each client’s strategic and operational requirements.
- For **AlinmaPay**, contributed to strengthening market presence by 50% through the development of a sustainable brand system and a complete brand ecosystem covering identity, messaging, and implementation across digital and commercial channels.
- Supported brand and marketing alignment by leading design execution in coordination with wider teams, contributing to clearer communication and stronger commercial impact, including support toward achieving 45% of commercial goals.
- For **Riyad Capital**, oversaw the application and consistency of corporate identity systems across digital and print materials, ensuring unified visual and verbal standards throughout all internal and external touchpoints.
- Improved brand compliance by 40% through structured governance practices, quality control processes, and stronger adherence to identity guidelines across reports, communications, and official institutional materials.
- Supervised the design and execution of high-level corporate reports, presentations, and formal communication assets, ensuring precision, professionalism, and alignment with institutional standards.
- For **SNB Capital**, delivered premium visual design for investment products and corporate communications, maintaining brand consistency and high-quality output across all required applications.
- Worked across a wide range of business and communication materials, including presentations, reports, branded documents, campaign assets, and marketing visuals, with a strong focus on clarity, consistency, and strategic relevance.

- Contributed to strengthening brand governance, improving cross-channel consistency, and elevating the overall quality of design output for major financial institutions.

### **Earlier Career Experience**

#### **Al Wehda Medical Center – Graphic Designer | Apr 2014 — Jun 2019**

- Led visual communication and marketing design initiatives for the medical center across promotional and corporate materials.
- Developed creative concepts and brand expressions aligned with marketing and communication objectives.
- Supervised design execution and ensured quality, consistency, and alignment with brand standards.

#### **Castle Group – Ui Designer | Mar 2015 — Sept 2018**

- Designed user interfaces for websites and mobile applications, emphasizing usability and clarity.
- Translated business requirements into intuitive digital experiences, enhancing user satisfaction.
- Collaborated closely with developers to ensure precise implementation of design concepts.

#### **Khamsat Platform – Freelance Graphic Designer | Apr 2013 — Dec 2015**

- Delivered freelance graphic design services to 380+ clients across diverse industries and markets through Khamsat.
- Earned over 280 positive reviews with an overall 5/5 rating, reflecting strong client satisfaction, quality of work, and consistent professionalism.
- This experience accelerated my professional growth, strengthened my adaptability, and built a solid foundation in client communication and problem-solving.
- It also played a key role in opening international opportunities, which became a starting point for my career progression.

Khamsat Profile: <https://khamsat.com/user/mohey-shaheen>

#### **Bassmat Agency – Junior Graphic Designer | Aug 2010 – Apr 2011**

- Began my professional career as a Junior Graphic Designer, supporting local brands with fresh creative concepts and visual solutions.
- Contributed to idea generation and design development aligned with brand and marketing goals.
- Built a solid foundation in agency work, creative thinking, and client-oriented design execution.

### **Education**

**Bachelor of Commerce** | Cairo University

Graduation Year: 2012

### **Skills**

**Hard Skills:** Art Direction, Brand Identity, Creative Direction, Visual Systems, Layout Design, Marketing Communication, Social Media Design, Presentation Design, UI/UX Collaboration, Design Systems, Brand Guidelines, Quality Control, Reporting & Documentation.

**Soft Skills:** Communication, Adaptability, Leadership, Attention to Detail, Time Management, Multitasking, Team Collaboration, Coaching, Working Remotely.

### **Tools & Software**

**Design:** Adobe Creative Suite, Photoshop, Illustrator, InDesign | Presentations: PowerPoint, Keynote, Figma

**Video:** CapCut

**AI Tools:** Claude, Gemini, ChatGPT

### **Languages**

- Arabic (Native) • English (Professional Working Proficiency)