

Bonoah



Bonoah

DIRECTOR • HYBRID DESIGNER

IS KEY

Summary

With over ten years of international experience in creative direction, art direction, and hybrid design, I've had the chance to shape brands, tell stories, and craft user experiences across different industries and cultures, under the name Bonoah.

My work blends strategic thinking with hands-on design, whether it's building visual identities, guiding creative teams, or crafting intuitive digital products for both B2B and B2C audiences.

Fluent in both English and Arabic, I enjoy working across cultures and perspectives. My approach brings together branding, UX/UI, and multimedia, with a growing focus on integrating Generative AI to push creative boundaries and build experiences that actually mean something.

[View Selected Work](#)



BRANDING DESIGN

MOTION DESIGN

EDITORIAL DESIGN

WEB DESIGN

WWW.BONOAH.COM



- **Design Philosophy**

- Minimalist at heart. I design with clarity and calm – much like the Ocean Green color.

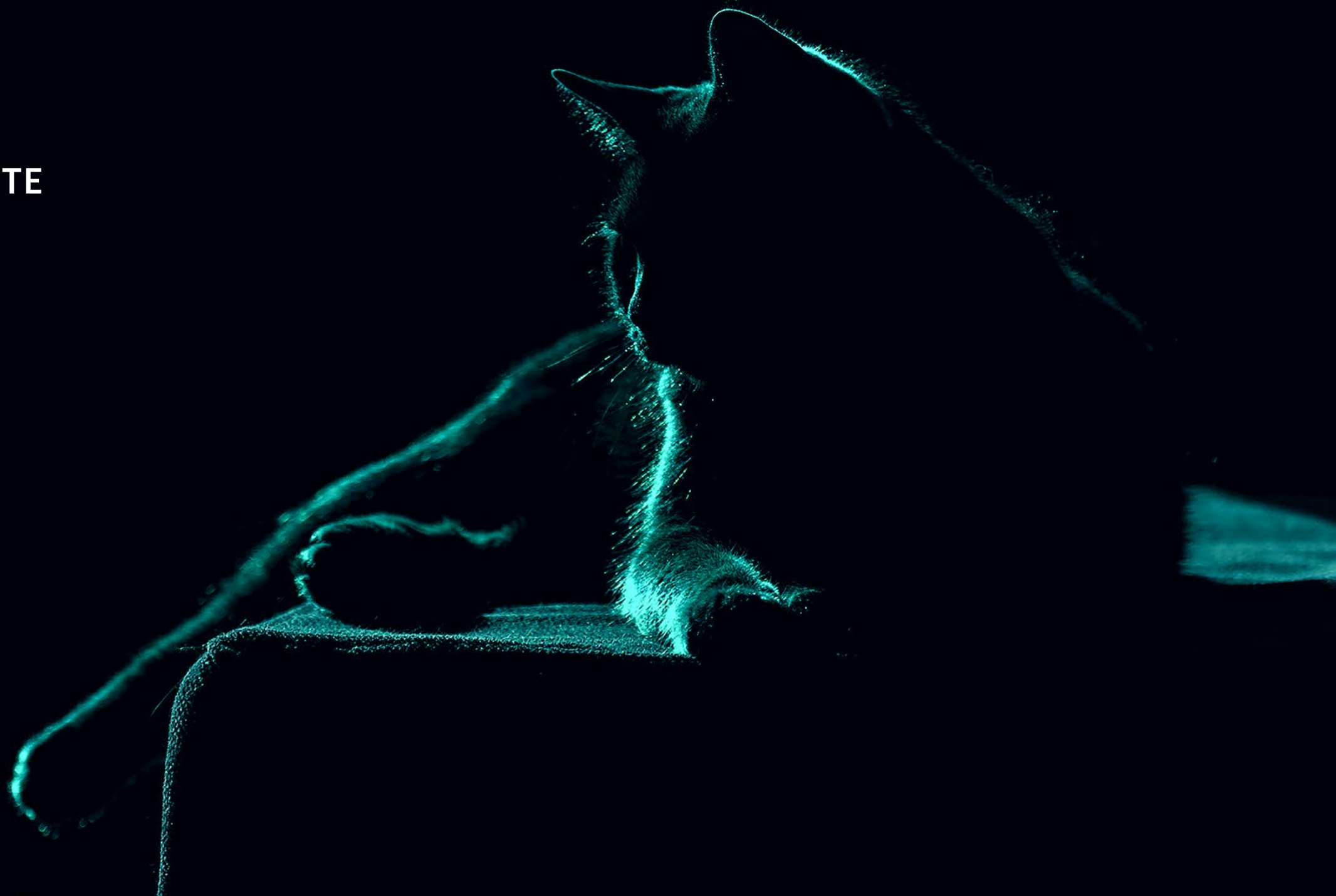
- **Life Interests**

- Art, design, psychology, business, sports, travel, and mindfulness – all things that expand perspective and feed curiosity.

- **Mindset Reads**

- The Laws of Human Nature, Atomic Habits, and anything on art theory or graphic design – I like my inspiration backed by insight.

FAVORITE



Resume BONOAH



WHAT I MAKE

• Branding Design

- I build visual identities that feel intentional and true to the brand.
- From logos to full brand systems, I make sure everything connects.
- It's about more than looks, it's about telling the right story, clearly and consistently.

• Motion Design

- I bring ideas to life through animation, from explainers to campaign pieces.
- Storytelling, rhythm, and mood guide every frame I design.
- I use tools like Adobe After Effects and Premiere Pro.

• Web Design

- I design websites that feel smooth, intuitive, and visually aligned with the brand.
- Good UX is at the core, but I also care about the little visual moments that make a difference.

• Editorial Design

- I design layouts that make information easy to read and beautiful to look at.
- Whether it's a print piece or digital, I care about flow and clarity.
- It's all about making content feel engaging, not overwhelming.

CONTACT



Beirut, Lebanon



+961 71 199 659



www.bonoah.com



Primary email

ibrahim@bonoah.com

Secondary email

ibrahim-mostafa@outlook.com



WORK EXPERIENCE

June 2024 - Present

Freelance Senior Multimedia Designer

ICG · Saudi Arabia · Freelance · Remote · Industry: IT Services & Consulting

- Creating video ad campaigns across digital platforms, focusing on storytelling and motion design, using Premiere Pro and After Effects to deliver high-quality content under tight timelines.

Oct 2023 - Dec 2024

Senior Multimedia Designer

Gabriel & Co. · New York · Fulltime · Remote · Industry: Fashion & Beauty

- Collaborated cross-functionally to develop engaging digital campaigns, enhance the brand's visual presence, boost user engagement and click-through rates, and maintain cohesive brand representation across 1200+ B2B retailers in the USA.
- Directed animation video production from concept to final editing for PR media campaigns, including branded storytelling, explainers, and customer-driven case studies.
- Managed multiple high-pressure projects, meeting deadlines.

Feb 2023 - Aug 2023

Professional Self-Development

Career break · MBA thesis

Nov 2021 - Jan 2023

Creative Director

Arezki Group · Senegal · Contract · Hybrid · Industry: Civil Engineering

- Conducted thorough market research.
- Rebranded Arezki Group and redesigned its marketing collateral and website.
- Oversaw end-to-end creative processes and design workflows using Agile methodologies, reducing project turnaround time by 30%.

Oct 2020 - Nov 2021

Multimedia Designer & Art Director

Cloud For Work · UAE · Freelance · Remote · Industry: IT Services (SaaS)

- Developed 2D animations, visual concepts and marketing assets, focused on Microsoft SaaS user engagement and communication.

Apr 2018 - Apr 2020

Design Manager

Marwa Group · Lebanon · Fulltime · Onsite · Industry: TV Production

- Negotiated vendor contracts, achieving cost reductions while ensuring quality.
- Enhanced visual aesthetics in collaboration with cinematography and lighting teams.

Feb 2017 - Mar 2018

Creative Designer & Design Lead

Mindset Group · Lebanon · Fulltime · Onsite · Industry: Hospitality

- Directed the design lifecycle in collaboration with cross-functional teams and stakeholders.

Oct 2015 - Jan 2017

Senior Graphic Designer & Art Director

Turbo Webs LTD · Lebanon · Fulltime · Onsite · Industry: Software Engineering

- Created user-centered websites and social media content, leading to an increase in user engagement.

Dec 2014 - Sep 2015

Senior Graphic Designer

Diadonna · Saudi Arabia · Fulltime · Onsite · Industry: Advertising

- Managed & designed large-scale campaigns, boosting brand recognition.

Feb 2014 - Nov 2014

Graphic Designer & Photographer

J&K Advertising Agency · Lebanon · Fulltime · Onsite · Industry: Advertising

- Designed content for social media through photography and graphic design, increasing monthly engagement.

Jan 2012 - Jan 2014

Graphic Designer & Printing Specialist

Malik's · Lebanon · Fulltime · Onsite · Industry: Printing Store

- Collaborated with customers to refine designs and produced a variety of print materials, ensuring high-quality output.

Jan 2009 - Apr 2011

Visual Merchandiser & Customer Service

H&M · Lebanon · Fulltime · Onsite · Industry: Fashion

- Maintained brand consistency and improved customer engagement.

EDUCATION

2020 - 2023

MBA, Design Management

American University of Science and Technology (AUST) / GPA: 3.55/4

2009 - 2013

BS, Graphic Design

Arts, Science, & Technology University of Lebanon (AUL) / GPA: 3/4

LANGUAGES

• English (Professional / Native)

• Arabic (Professional / Native)



COMPETENCIES

• Technical Skills

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) · Figma · Word-press · A/B Testing · Generative Ai · Prompt engineering · Ai workflows

• Design skills

Branding, Graphic Design · UI/UX Design · Multimedia Design · Motion Graphics

• Management Skills

Agile/Scrum Methodologies · Project Management · Budget Optimization

• Soft Skills

Strategic Thinking · Creativity · Collaboration · Problem-Solving · Communication

ACHIEVEMENTS

- Efficient project management and successful contracts negotiations, reducing procurement costs.
- Rebranding success and enhanced brands recognition.
- User-centric campaigns and pioneered visual concepts.



Motivation

WHY CHOOSE ME

**I turn ideas into design
that matters.
Less noise, More meaning.**

My work carries a quiet signature — thoughtful, precise, and rooted in who I am. I see design as direction, not decoration. Behind every decision is a part of me, how I see the world, what I value, and the calm clarity I bring to every project.

Bonoah

BRANDING DESIGN

FORM BEYOND FLAT

Great design isn't just seen, it's felt.

My branding process goes beyond the screen or the page. Each identity I create is crafted to resonate deeply and live meaningfully in the real world.

As a signature touch, I offer clients a sculptural 3D object inspired by their new logo — a visual anchor they can hold, display, or interact with. This piece serves as a physical extension of their brand: precise, intentional, and quietly confident.

It's not just a mark. It's a presence.

Branding design

Project 2022

Arezki Group

Industry	: Construction & Engineering
Services Provided	: Branding · Art Direction · Web Design
Headcount	: 1K-5K employees
Location	: Dakar, Senegal
Website	: https://arezkigroup.com
Alternative website	: https://arezkigroup.webflow.io if the website is down, use this link

Company Overview:

Arezki is a key player in Africa's construction sector, executing large scale infrastructure projects. They specialize in engineering focused development and technical precision.

Brand Concept & Strategy

The goal was to create a professional identity that conveys core values in Arezki's field like strength, structure, and trust. The branding had to feel solid, scalable, and aligned with the company's regional reach and technical mindset.

Challenges

- Outdated visual identity lacking innovation
- Poor website experience due to non-responsive design
- No unified visual system across channels

Old Logo



Solution

- Developed a bold, modular logo reflecting structure and precision
- Created responsive web design with improved navigation
- Rolled out cohesive brand elements across all platforms



Logo Design

- Wordmark (typographic logo)

Description:

A custom wordmark was built using a modular grid, drawing from architectural and engineering principles. The design reflects strength and clarity while being adaptable across formats.

Tone of Voice:

Minimalist, direct, and technical—tailored to appeal to investors, public institutions, and partners.

Typography:

A clean, geometric sans-serif font that reinforces the brand's structured and professional image.

Visual System & Deliverables:

- Brand guidelines and logo usage rules
- Stationery and business collateral
- Website and social templates
- Signage and uniforms

Impact & Results:

The rebrand elevated Arezki's image, strengthened stakeholder trust, and laid a solid foundation for digital growth and future marketing.

Brand Signature

Trademark

Lettermark



Wordmark

INNOVATION • GROWTH • EXCELLENCE

Tagline

Color palette

PRIMARY

ACCENT

DETAIL CONTRAST



DEEP TEAL / PETROL BLUE

INDUSTRIAL YELLOW / GOLD

SLATE GRAY





[®]AREZKI

The sculptural "A" stands tall like a gate — open, bold, and full of intent. The yellow arrow slices through it with motion and clarity, a directional sign inviting you into the world of Arezki.
It's not just a letter; it's a threshold.

Branding design

Project 2020

Strategic Anchors

Industry : Business Consulting
Services Provided : Branding • Brand Strategy • Art Direction
Location : United Arab Emirates

Company Overview:

Strategic Anchors is a consultancy specializing in guiding organizations through transformative strategic planning. They focus on aligning mission, vision, and core values to foster organizational health and clarity.

Brand Concept & Strategy

The goal was to encapsulate the essence of organizational alignment and clarity. The branding needed to reflect the consultancy's commitment to guiding businesses toward cohesive strategic frameworks.

Challenges

The previous brand lacked a cohesive identity that resonated with the consultancy's mission. There was a need for a visual system that communicated trust, clarity, and strategic insight.

Old Logo



Solution

- Developed a comprehensive brand strategy that emphasized alignment and clarity.
- Designed a new logo that symbolizes interconnectedness and guidance.
- Created brand guidelines to ensure consistency across all platforms.



Logo Design

- Combination Mark (symbol + wordmark)

Description:

The new logo integrates a stylized anchor symbolizing stability and guidance, intertwined with a compass to represent direction and strategy. This combination reinforces the consultancy's role in navigating organizational challenges.

Tone of Voice:

Professional, insightful, and supportive. The language is crafted to instill confidence and convey expertise.

Typography:

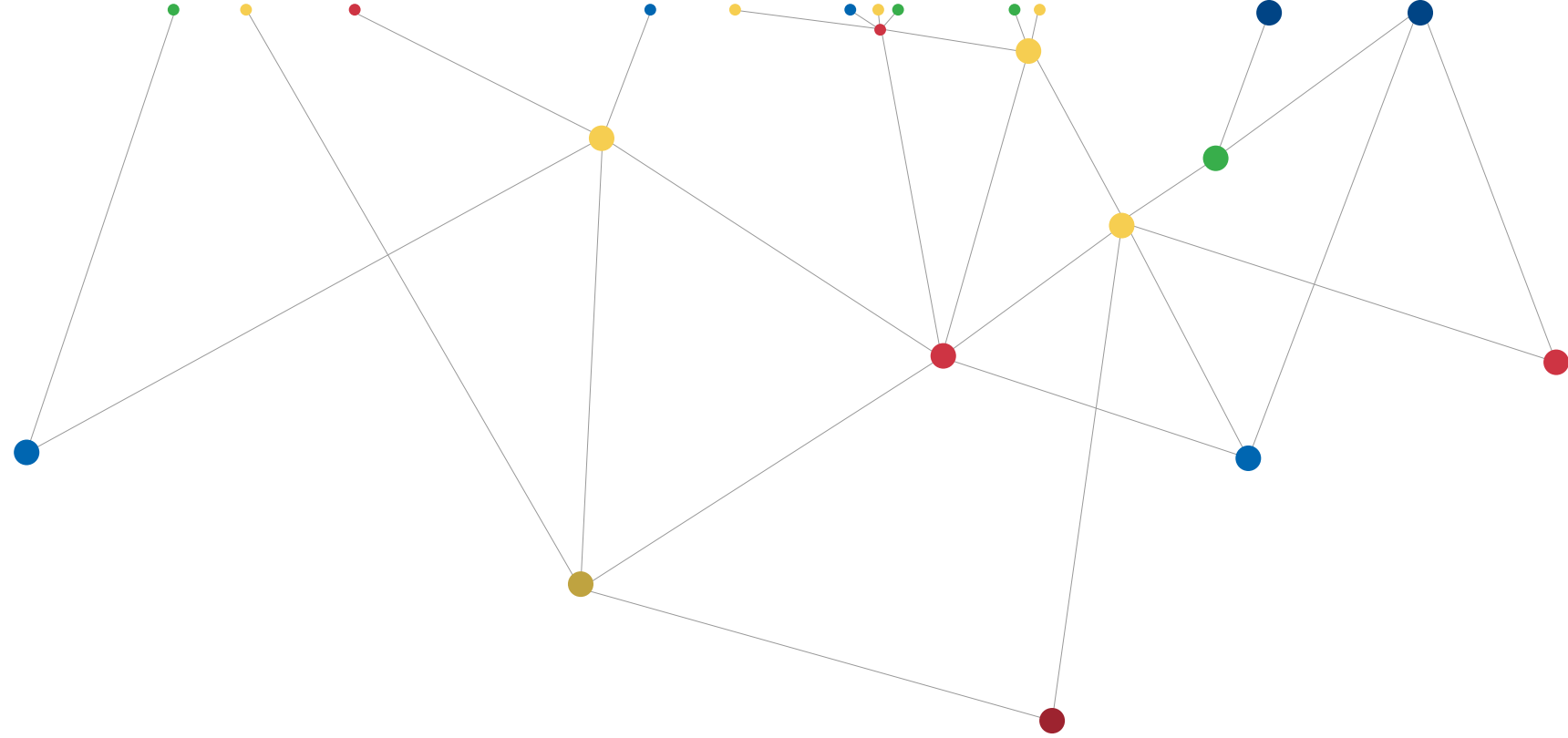
Utilized a clean, sans-serif typeface that reflects modernity and clarity, ensuring readability across mediums.

Visual System & Deliverables:

- Full brand guideline with logo logic, clear space, and lockups
- Report and presentation templates for client deliverables
- UX/UI elements and layout direction for website and dashboards
- Business cards, letterhead, and branded slide decks

Impact & Results:

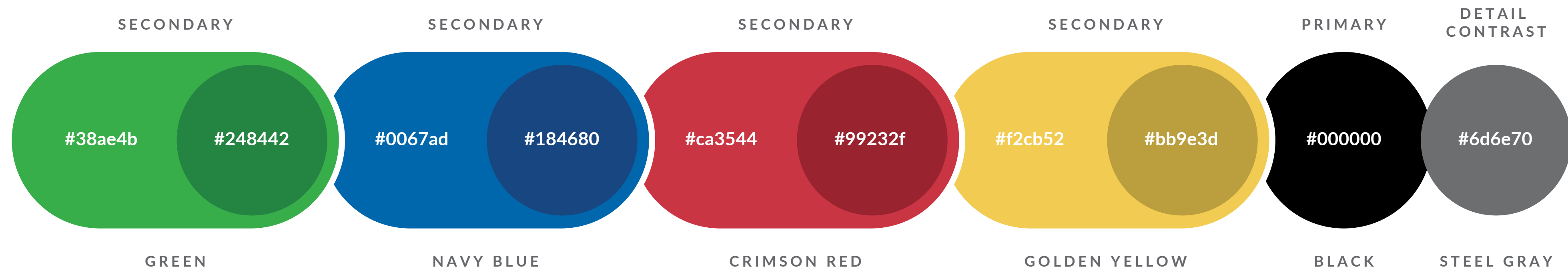
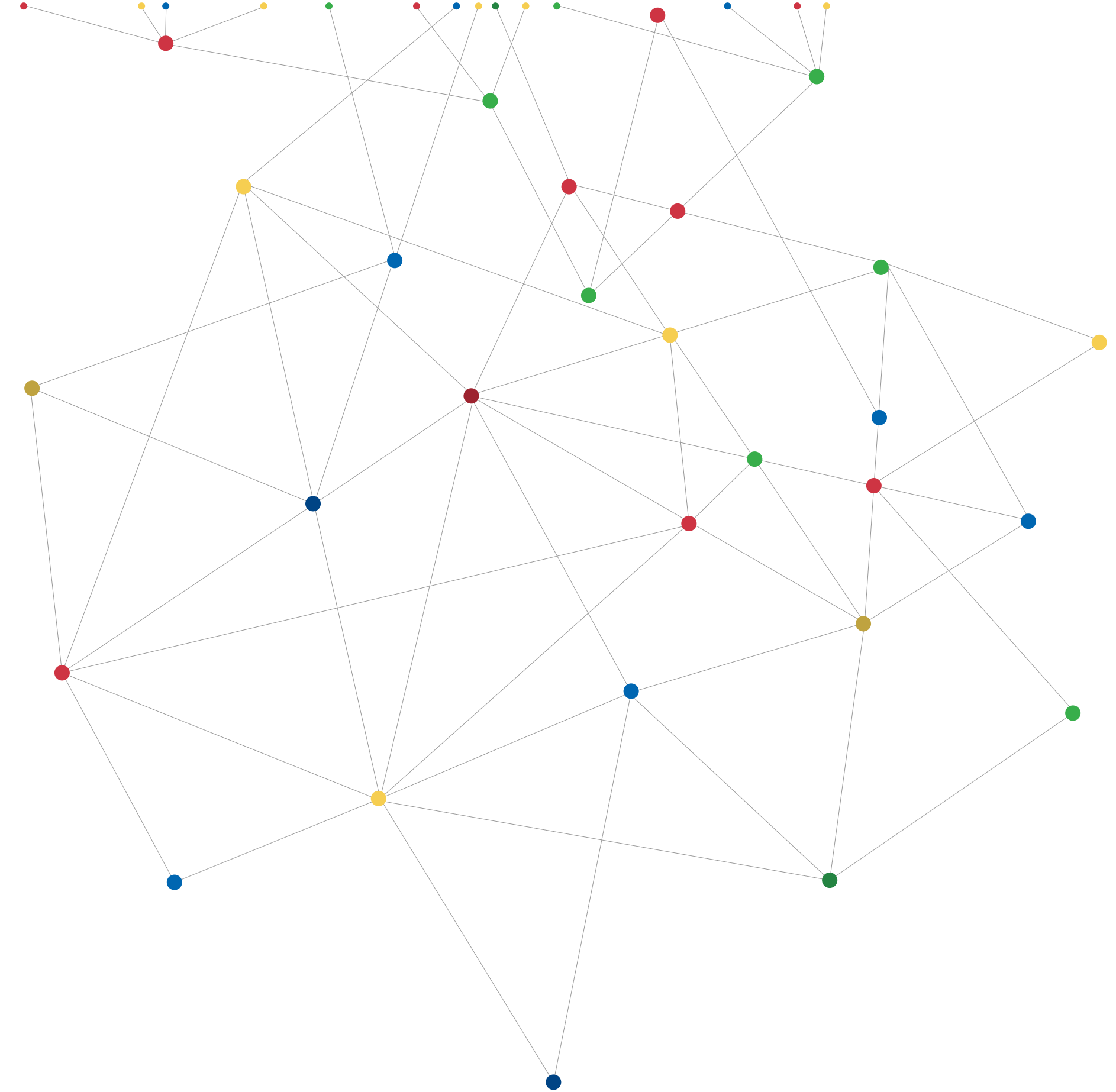
Post-rebranding, Strategic Anchors experienced increased client engagement and a stronger market presence, attributing to the clear and cohesive brand identity.



Color palette



STRATEGIC
ANCHORS



STRATEGIC ANCHORS

This star-shaped, fidget spinner-inspired form captures the brand's essence: balance in motion, energy with purpose. Each arm symbolizes a strategic pillar, orbiting a strong, stable core. It's tactile strategy — made to move, made to ground.



Branding design

Project 2016 Manalco

Industry : Renewable Energy
Services Provided : randing • Brand Development • Art Direction
Headcount : 51-200 employees
Location : Lebanon
Website : <https://manalco.com>

Company Overview:

Manalco is a leading provider of solar energy solutions, specializing in the design and installation of photovoltaic systems for industrial and commercial applications.

Brand Concept & Strategy

The objective was to position Manalco as a forward-thinking, sustainable energy provider. The branding needed to reflect innovation, reliability, and environmental consciousness.

Challenges

Manalco's previous branding was outdated and didn't effectively communicate their expertise in renewable energy solutions.

Old Logo



Solution

- Crafted a brand identity that highlights sustainability and technological advancement.
- Designed a new logo incorporating solar motifs.
- Developed comprehensive brand guidelines for consistent application.



Logo Design

- Combination Mark (symbol + wordmark)

Description:

The new logo features a stylized sun composed of interconnected lines, symbolizing solar energy and the network of solutions Manalco provides. The design conveys both energy and connectivity.

Tone of Voice:

Innovative, reliable, and environmentally conscious. The messaging emphasizes Manalco's commitment to sustainable energy solutions.

Typography:

Selected a modern, sans-serif typeface that conveys innovation and clarity, suitable for both digital and print mediums.

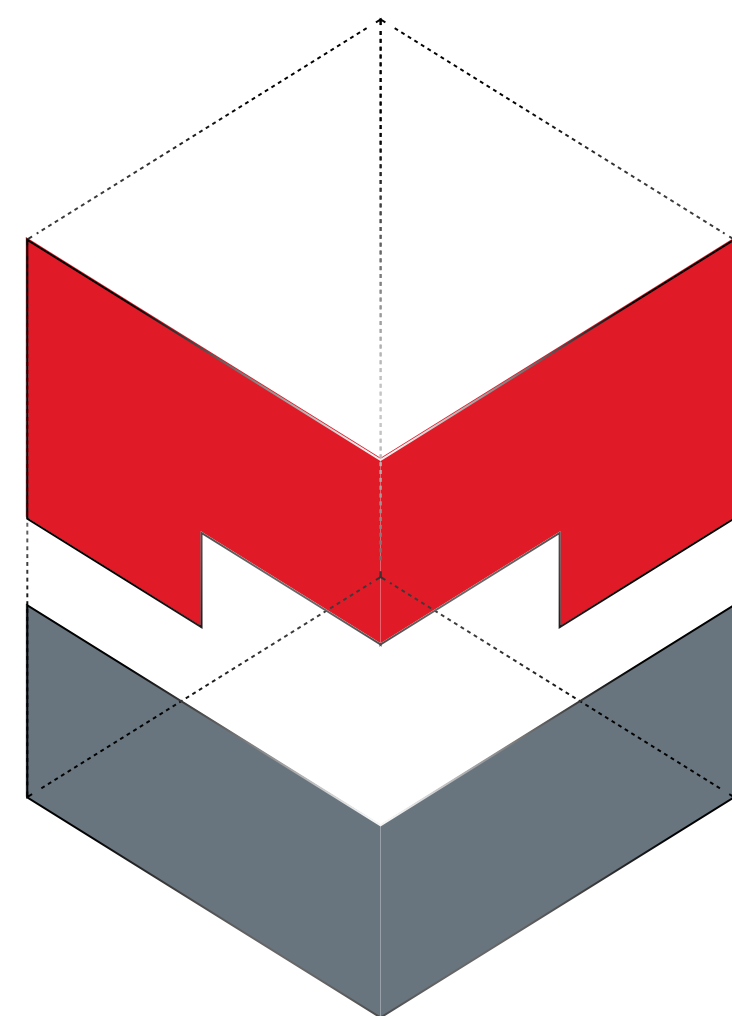
Visual System & Deliverables:

- Corporate stationery
- Marketing brochures
- Website design
- Vehicle livery

Impact & Results:

Following the rebrand, Manalco saw a significant increase in brand recognition and client inquiries, reinforcing their position in the renewable energy sector.





MANALCO
POWER PROTECTION

PRIMARY COLORS



BOLD RED

DEEP CHARCOAL

Color
palette

Two opposing magnets float in elegant tension — a metaphor for the invisible forces that power our world. Reflecting Manalco's focus on electricity and renewable energy, this sculptural form captures both polarity and harmony. Innovation rises here, weightless yet charged.

MANALCO
POWER PROTECTION



MOTION DESIGN

EMOTION IN MOTION

Great design doesn't just speak, it moves.

I approach motion like visual choreography — where pace, form, and silence all carry weight. It's never just about making things move, but about giving movement meaning.

Whether it's kinetic type or brand storytelling, each frame is part of a carefully crafted rhythm that elevates the message.

It's not just animation.
It's narrative in motion — precise, expressive, and alive.

Motion design

I work across After Effects and Premiere Pro to craft bold, precise, and emotionally resonant motion pieces — from fast-paced animations to polished campaign edits.



My motion design work includes:

- Directing and editing full video campaigns
- Producing social media videos tailored for engagement
- Creating animated GIFs and branded motion assets
- Designing kinetic typographic explainers
- Editing interview-based and documentary-style pieces
- Developing informative & educational video content
- Animating assets for ads and digital platforms
- English & Arabic



Each project is shaped by rhythm, purpose, and a clear visual strategy — whether the final output is a looping graphic or a full narrative sequence.

Click to check some of my posted work on [Behance](#)



EDITORIAL DESIGN

CONTENT IN CONTEXT

Great design doesn't just organize, it communicates.

My editorial work is built on clarity, hierarchy, and restraint. Every typographic choice, every margin, and every break serves a purpose: to support the reader and elevate the content. I treat layout as a system — a visual logic — where structure gives voice to information and silence carries as much weight as text.

It's not just arrangement.
It's meaning, made legible.

Editorial
design

GABRIEL & CO.
Artisans of Love®

During my tenure at Gabriel & Co., I spearheaded the design of numerous fashion magazines, each tailored to over 600 retailers across the United States. These publications seamlessly blended brand storytelling with product showcases, ensuring each retailer received a customized visual experience that resonated with their clientele.

Beyond corporate projects, my editorial portfolio encompasses:

- Art-directed fashion books that narrate brand journeys.
- Limited-edition posters crafted for seasonal campaigns.
- Print and digital magazines designed to engage diverse audiences.

Each project is a testament to my commitment to clarity, hierarchy, and intentional design, ensuring that every piece not only informs but also captivates.



Some of the fashion books between 2023 - 2025





From 2021 to 2022, I worked with the Lebanese Transparency Association (LTA) as a freelance designer, creating a variety of editorial and communication materials in both English and Arabic.

The projects ranged from reports and advocacy booklets to campaign visuals, certificates, and event collateral — all aimed at supporting transparency and civic engagement in Lebanon.

POSTERS



Editorial design

Our duty to reduce pollution is absolut.



ABSOLUTION
Absolut Beirut

BILLBOARD





Some Menus and ads

Editorial design



WEB DESIGN

PURPOSE IN PIXELS

Great design doesn't just display, it adapts.

I approach web design as a living system — responsive, intentional, and built around the user. Every decision, from layout to interaction, is made to support clarity, flow, and function. Design and behavior are inseparable: structure guides action, motion enhances logic, and content stays at the core.

It's not just a screen.
It's an experience — designed to respond.

Web design

Project 2022

Arezki Group

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Headcount	: 1K-5K employees
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[®]**AREZKI**

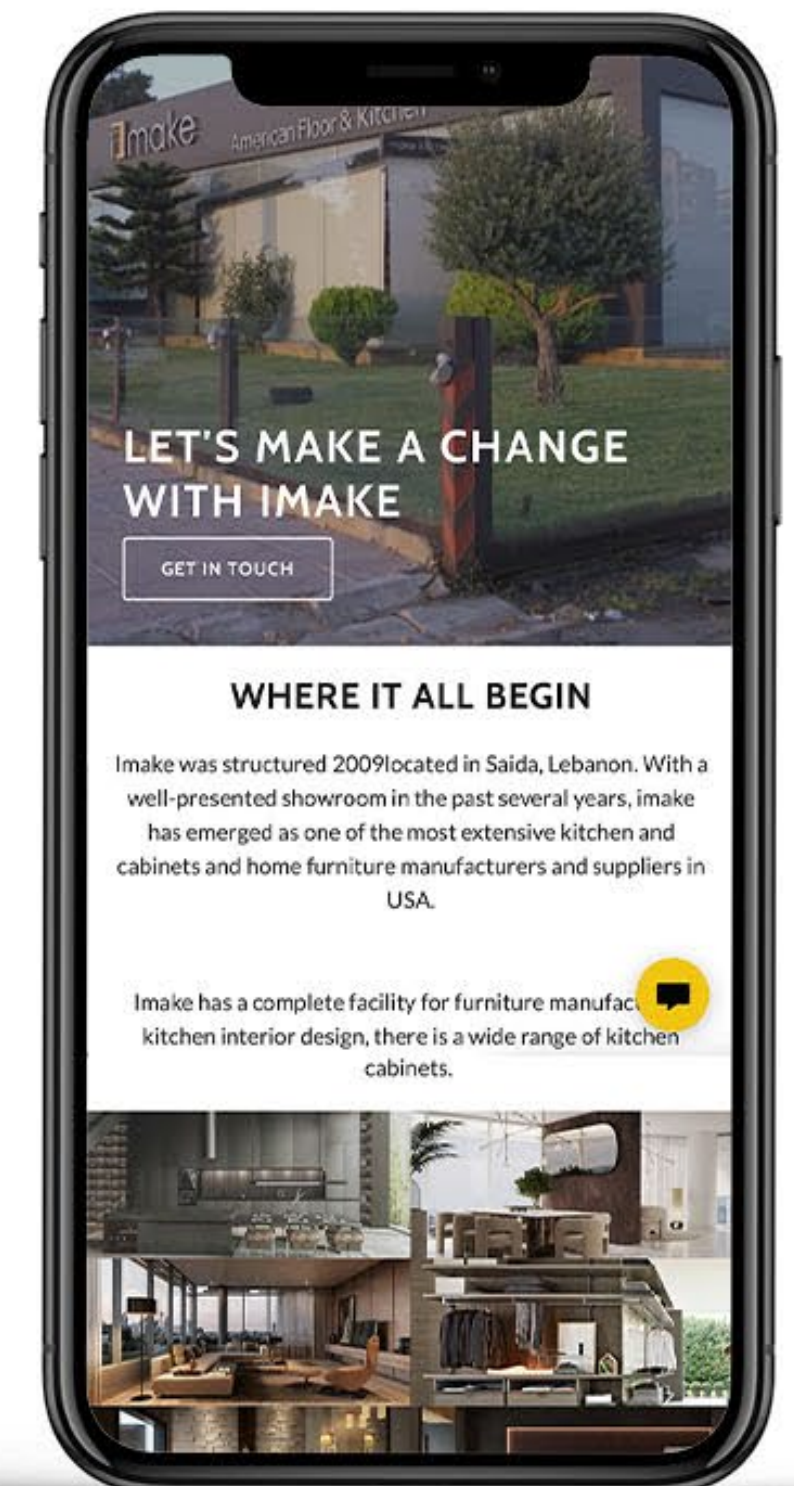
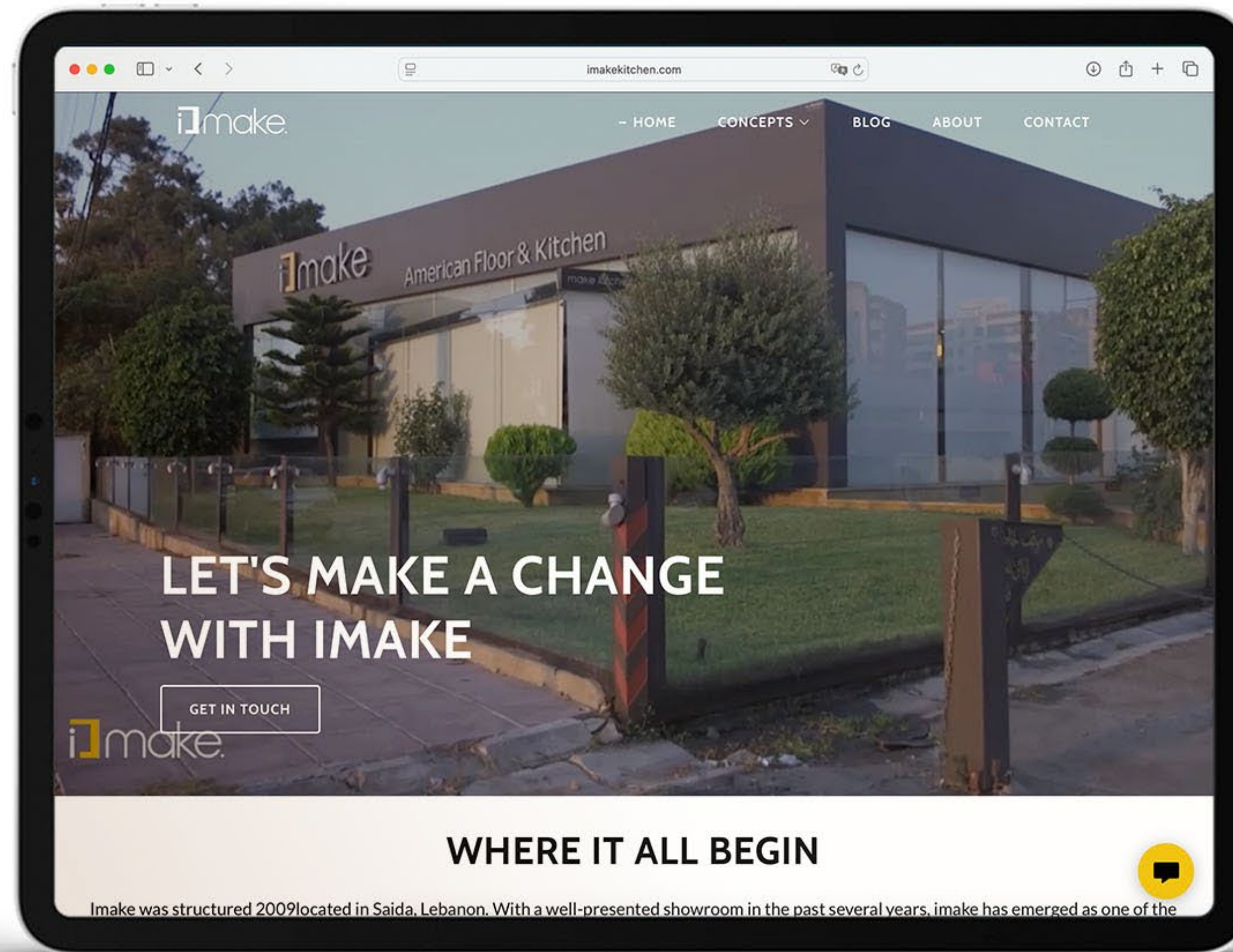


Web design

Project 2016

I Make Kitchen

Industry : Interior Design
Services Provided : Art Direction • Web Design
Location : Saida, Lebanon
Website : <https://imakekitchen.com>



iMake.



THANKS FOR MAKING IT TO THE END

Let's make something great.

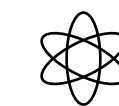
I'm open to creative collaborations, and conversations.



+961 71 199 659



ibrahim@bonoah.com



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