

BONOAH

Designer • Director

Beirut, Lebanon

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Name: Ibrahim Nouh Mostafa

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Contact Info

Profile Summary

With over ten years of international experience in creative 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 execution to deliver impactful design across B2B and B2C sectors. 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 into creative workflows.



Work Experience

Senior Multimedia Designer

June 2024 - Present

ICG (Innovation Consulting Group) • Freelance • Remote

- Developing video ad campaigns across digital platforms to support IT services and consulting solutions
- Delivering high-quality storytelling and motion design under tight timelines using Premiere Pro and After Effects

Senior Multimedia Designer

Oct 2023 - January 2025

Gabriel & Co • United States • Full-time • Remote

- Collaborated cross-functionally in the fashion and beauty sector to develop digital campaigns, strengthen brand presence across 1200+ B2B retailers in the USA, and boost engagement through cohesive visual representation
- Directed and produced animation videos for PR media campaigns — from branded storytelling and explainers to customer-driven case studies — while managing multiple high-pressure projects and meeting strict deadlines

Master's Research

Feb 2023 - July 2023

American University of Science & Technology • On-site

- Conducted and submitted Master's thesis, fulfilling degree requirements while advancing professional development

Senior Multimedia Designer / Creative Director

Nov 2021 - January 2023

Arezki Group • Senegal • Contract • Hybrid

- Led the full rebranding of Arezki Group in the construction and engineering sector, covering market research, corporate identity, marketing collateral, and website redesign to strengthen brand positioning
- Managed end-to-end creative and project workflows using Agile methodologies, preparing the marketing department for growth and reducing turnaround time by 30%.

Senior Multimedia Designer / Design Manager

Oct 2020 - Nov 2021

Cloud For Work • UAE • Freelance • Remote

- Developed 2D animations, visual concepts, and marketing assets in the IT services & SaaS sector, enhancing Microsoft SaaS user engagement and communication

Set & Screen Design Manager (TV Production)

April 2018 - April 2020

Marwa Group • Lebanon • Fulltime • On-site

- Managed set and screen design in the TV production industry, collaborating with cinematography and lighting teams while negotiating vendor contracts to cut costs and maintain quality

Senior Graphic Designer / Design Lead

Feb 2017 - March 2018

Mindset Group · Lebanon · Fulltime · On-site

- Led and directed the full design lifecycle in the hospitality industry, working closely with cross-functional departments to ensure high-quality outcomes
- Collaborated with stakeholders to align design initiatives with strategic business objectives and brand standards

Senior Multimedia Designer

Oct 2015 - Jan 2017

Turbo Webs LTD · Lebanon · Fulltime · On-site

- Designed and developed user-centered websites and social media content in the software engineering sector, driving higher user engagement and brand visibility

Senior Graphic Designer

Dec 2014 - Sep 2015

Diadonna · Lebanon · Fulltime · On-site

- Managed and designed large-scale campaigns in the advertising industry, boosting brand recognition and market reach

Graphic Designer / Photographer

Feb 2014 - Nov 2014

J&K Advertising · Lebanon · Fulltime · On-site

- Designed social media content in the advertising industry using photography and graphic design

Graphic Designer / Printing Specialist

Jan 2012 - Jan 2014

Maliks · Lebanon · Fulltime · On-site

- Collaborated with customers in the printing industry to design and produce diverse print materials, ensuring high-quality output

Visual Merchandiser / Customer Service

Jan 2009 - April 2011

H&M · Lebanon · Fulltime · On-site

- Maintained visual standards in the fashion industry, ensuring consistent brand presentation and stronger customer engagement

Education

Master of Science - (MSc), Design Management

July 2020 - July 2023

American University of Science and Technology (AUST) · Lebanon · On-site

- MBA program, thesis-based: The Impact of Visual Communication on Contemporary Business
- Focus on art direction, project management, creative leadership, and brand development

Bachelor of Science - (BS), Graphic Design

Oct 2009 - Dec 2013

Arts, Science & Technology University of Lebanon (AUL) · Lebanon · On-site

- Specialized in visual identity, branding, motion, web, and user-centered design

Languages

- English (C2, Native-level) · Arabic (C2, Native-level) · German (A1, self-learning)

Competencies

Tools & Technology

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) · Figma · WordPress · A/B Testing · Generative AI · Prompt Engineering

Core Skills

Branding · Graphic Design · UI/UX Design · Multimedia Design · Motion Graphics · Project Management · Budget Optimization · Strategic Thinking · Collaboration · Problem-Solving