

# Ibrahim Bonoah

Design Lead | Creative Direction & Design Strategy | Brand & Experience Design



## Contact Info

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Würzburg, Germany / Beirut, Lebanon · Open to EU / Global Remote



## Profile Summary

I'm a Design Lead with a strong design foundation, working across creative direction, design strategy, and brand experience. With 10+ years of international experience across B2B and B2C markets in the US, Europe, Middle East, and Africa, I focus on creative leadership, stakeholder alignment, and guiding teams toward clear, consistent outcomes.

## Work Experience

### Creative Lead (Experience & Visual Direction)

**ICG** (Innovation Consulting Group) · Contract · Remote

June 2024 - Present · 1 yr 8 mos

- Led creative direction and visual communication for consulting and IT-focused initiatives
- Shaped storytelling and experience outputs aligned with business goals and audience context
- Worked closely with cross-functional teams, balancing creative quality, speed, and clarity of direction

### Senior Experience Designer / Multimedia Lead

**Gabriel & Co** · United States · Contract · Remote

Oct 2023 - January 2025 · 1 yr 3 mos

- Supported brand and experience direction for a B2B fashion and beauty organization operating across 1,200+ retailers in the US market
- Guided creative direction while maintaining consistency, scalability, and market relevance

### Master's Research – Design Management & Visual Communication

**American University of Science and Technology** · On-site

Oct 2022 - July 2023 · 10 mos

- Conducted a thesis-based research on the impact of visual communication on brand perception and decision-making within modern business environments
- Used research outcomes to strengthen design direction, brand consistency, and alignment between creative and business objectives

### Design Lead & Creative Direction (Owner-Side Engagement)

**Arezki Group** · Senegal · Contract · Hybrid

Nov 2021 - January 2023 · 1 yr 3 mos

- Led the creative direction and brand repositioning of a construction and engineering group, working directly with executive stakeholders
- Conducted market and stakeholder analysis to define brand positioning, messaging, and experience direction
- Coordinated internal teams and external partners to ensure alignment, consistency, and long-term usability

### Creative Lead / Senior Experience Designer

**Cloud For Work** · UAE · Freelance · Remote

Oct 2020 - Nov 2021 · 1 yr 2 mos

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

## Design & Visual Direction Manager (Broadcast & Media)

**Marwa Group** · Lebanon · Fulltime · On-site

April 2018 - April 2020 · 2 yrs 1 mo

- 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

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## Design Lead (Brand & Experience)

**Mindset Group** · Lebanon · Fulltime · On-site

Feb 2017 - March 2018 · 1 yr 2 mos

- 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

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## Senior User Experience Designer

**Turbo Webs LTD** · Lebanon · Fulltime · On-site

Oct 2015 - Jan 2017

## Senior Brand & Visual Designer

**Diadonna** · Lebanon · Fulltime · On-site

Dec 2014 - Sep 2015

## Visual Communication Designer

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

Feb 2014 - Nov 2014

## Production & Visual Design Specialist

**Maliks** · Lebanon · Fulltime · On-site

Jan 2012 - Jan 2014

## Visual Merchandising & Brand Experience Associate

**H&M** · Lebanon · Fulltime · On-site

Jan 2009 - April 2011

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## Education

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### Master of Science (MSc) in business administration, Design Management

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

July 2020 - July 2023

- Thesis research focused on the role of visual communication in contemporary business
- Emphasis on design management, strategic thinking, and leadership within creative and business contexts.

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### Bachelor of Science (Bs), Graphic Design

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

Oct 2009 - Dec 2013

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

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## Competencies

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Creative Direction & Design Leadership · Brand & Experience Systems ·  
Design Strategy (Creative-led) · Stakeholder Alignment & Collaboration ·  
Team Guidance & Quality Standards · Cross-functional & International Work

## Languages

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- English (C2)
- Arabic (C2)
- German (A1)