

Ibrahim Haj Mostafa (Bonoah)

Creative Operations | Brand Design & Strategy | MSc Design Management

Location: Tauberbischofsheim, Baden-Württemberg, Germany (Willing to relocate / Remote)
Status: Valid German Work Permit (Full, immediate market access – **No sponsorship required**)
Languages: English C2 (Native) · Arabic C2 (Native) · A1 German (Actively learning)



Contact

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About me

I'm a creative operations & business transformation professional, known as Bonoah. I've got **10+ years of international experience** in consulting, technology, media, retail, and SaaS. With a **Bachelor in Graphic Design** and a **Master of Science in Design Management**, I combine creative and business thinking to deliver high quality work.

Professional Experience

Lead Designer & Creative Operations Manager

- **ICG (Innovation Consulting Group)** | June 2024 – May 2026 | Saudi Arabia | Remote
 - Managed creative operations and tool stacks for **20+ enterprise projects**, scaling monthly asset production by **40%**.
 - Accelerated delivery timelines via automated **Agile sprint planning**, eliminating remote team workflow defects.
 - Directed a team of creatives to optimize resource allocation, securing a **100% on-time delivery record**.

Lead Experience Designer

- **Gabriel & Co.** | October 2023 – January 2025 | United States | Remote
 - Led brand and experience design supporting **1,200+ B2B** retail partners across the USA.
 - Compressed asset turnaround times from **5 days to under 24 hours** via automated pipelines.
 - Maintained brand consistency and high production quality across large volumes of creative work.

Design Researcher (Applied, Business-Focused)

- **American University of Science and Technology** | October 2022 – July 2023 | Lebanon | On-site
 - Conducted a research on how visual communication influences brand perception and customer decisions.
 - Executed quantitative and qualitative data collection ahead of schedule, and turned research into best practices.

Design Director & Brand Strategist

- **Arezki Group** | November 2021 – January 2023 | Senegal | Hybrid
 - Managed a **€100K+ annual creative budget**, enabling successful expansion into new regional markets.
 - Overhauled legacy corporate visual identities (**CVI**) in **6 months**, reducing cross-departmental asset design friction by **30%**.
 - Used targeted market analysis to define **brand positioning** and coordinated teams to deliver consistent, uniform brand assets.

Creative Lead & Design Director

- **Cloud For Work** | October 2020 – November 2021 | UAE | Remote
 - Designed UX/UI, digital experiences, and marketing materials for IT services and SaaS products.
 - Collaborated with technical teams to deliver user-focused experiences and improve design workflows.

Design Manager

- **Marwa Group** | April 2018 – April 2020 | Lebanon | On-site
 - Managed creative production, vendor management, and project planning for television programs and commercials.
 - Worked with production teams to maintain quality, visual consistency, and secure a **100% on-time delivery record**.

Design Lead

- **Mindset Group** | February 2017 – March 2018 | Lebanon | On-site
 - Led brand and experience design projects from concept through final delivery.
 - Worked with stakeholders to deliver creative work that met business needs and quality standards.

Senior User Experience Designer

- Turbo Webs LTD | October 2015 – January 2017 | Lebanon | On-site
- Designed intuitive digital experiences for web and mobile products.
- Partnered with developers to deliver user-centered solutions on schedule.

Senior Brand Designer

- ASQ (Abdul-Samad Al Korashi) - Diadonna | December 2014 – September 2015 | Lebanon | On-site
- Created branding, packaging, and marketing assets for luxury retail products.
- Delivered premium creative work while maintaining brand consistency across channels.

Visual Communication Designer

- J&K Advertising | February 2014 – November 2014 | Lebanon | On-site
- Designed advertising and branding materials for diverse client campaigns.
- Delivered creative assets on time while maintaining quality across print and digital media.

Visual Design Specialist

- Maliks | January 2012 – January 2014 | Lebanon | On-site
- Supervised technical prepress layouts and color calibration for 100+ monthly commercial corporate prints.
- Produced retail marketing and visual merchandising materials for nationwide campaigns.

Visual Merchandising & Brand Experience Associate

- H&M | January 2009 – April 2011 | Lebanon | On-site
- Executed visual merchandising and in-store branding to enhance customer experience and maintain brand consistency.

Education

Master of Science (MSc) in business adminstration - Design Management

American University of Science and Technology (AUST) | July 2020 – February 2023 | On-site

- Thesis research on the impact of visual communication on brand perception and decision-making.
- Core Focus: Strategic design management, creative leadership, corporate business operations, and MBA curriculum tracks.

Bachelor of Science (Bs) - Graphic Design

Arts, Science & Technology University of Lebanon (AUL) | October 2009 – February 2014 | On-site

- Studied branding, visual identity, web design, motion graphics, and user-centered design.

Core Expertise & Technical Profile

Design Operations & Leadership:

- Workflow Optimization: Creative Ops, Design Ops, Automation Pipelines, Resource Allocation, Capacity Planning, Traffic Management, Scaling Design Teams, Project Velocity Enhancement, Design Governance.
- Brand Strategy: Corporate Visual Identity (CVI), Brand Architecture, Omnichannel Campaign Strategy, Performance Marketing Assets, Customer Acquisition Campaigns, CRO, B2B, B2C, SaaS, Marketing Strategy, PLG Assets, Design Systems.
- Product & UX/UI Strategy: User Experience Design, Design Thinking, Information Architecture, Interactive Storytelling, Product Lifecycle Management.

Software & Technical Ecosystem:

- Design & Prototyping: Figma, Wordpress, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), AI Prompt Engineering.
- Productivity & Collaboration: Miro, FigJam, Slack, Notion, Microsoft Office 365, Google Workspace.
- Management & Version Control: Jira, Asana, Monday.com, Trello, ClickUp, Linear, Abstract.

Methodologies & Management:

- Agile Frameworks: Scrum, Kanban, Sprint Planning, Cross-Functional Lifecycle Management (SaaS/Corporate), Agile Design Methodologies.
- Business Alignment: Budget Management, Stakeholder Communication, Vendor & Freelance Management, Cross-Functional Team Leadership, Creative Directing.