

Ibrahim Haj Mostafa (Bonoah)

Creative Operations | Brand Design & Strategy | MSc Design Management

Status: Valid German Work Permit (No sponsorship required) • Married & Based in Germany 🇩🇪
Languages: English C2 • Arabic C2 • A1 Deutsch, improving



Contact Info

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Profile Summary

Creative Operations, Brand Strategy & Business Transformation professional with 10+ years of international experience in consulting, technology, media, retail, and SaaS. With a Diploma in Graphic Design and a Master of Science in Design Management, I combine creative and business thinking to deliver high-quality work.

Professional Experience

Relocation

Career Break

July 2025 - June 2026 • Tauberbischofsheim, Baden-Württemberg, Germany

ICG (Innovation Consulting Group)

Senior Multimedia Designer / Creative Lead & Visual Direction

June 2024 - May 2026 • Saudi Arabia • Contract • Remote

- Led creative services for consulting projects, using visual communication and storytelling to support business goals and project KPIs.
- Worked with cross-functional teams to keep projects organized, maintain quality, and deliver work on time.

Gabriel & Co

Senior Experience Designer / Multimedia Lead

Oct 2023 - January 2025 • United States • Contract • Remote

- Led brand and experience design for digital and marketing projects supporting more than 1,200 B2B retail partners.
- Maintained brand consistency and high production quality across large volumes of creative work.

American University of Science and Technology

Design Researcher (Applied, Business-Focused)

Oct 2022 - July 2023 • Lebanon • On-site

- Conducted a research on how visual communication influences brand perception and customer decisions.
- Turned research into practical ideas that supported business strategy and creative direction.

Arezki Group

Senior Design Lead & Brand Strategist

Nov 2021 - January 2023 • Senegal • Contract • Hybrid

- Led brand strategy, visual identity, and organizational redesign while working with executive stakeholders.
- Used market analysis to define brand positioning and coordinated teams to deliver consistent results.

Cloud For Work

Senior Experience Designer / Creative Lead & Visual Direction

Oct 2020 - Nov 2021 • UAE • Contract • Remote

- Designed UX/UI, digital experiences, and marketing materials for IT services and SaaS products.
- Worked with technical teams to improve workflow and deliver clear, user-focused design solutions.

Marwa Group

Design & Visual Direction Manager (Broadcast & Media)

April 2018 - April 2020 · Lebanon · Fulltime · On-site

- Managed creative production, vendor management, and project planning for television commercials.
- Worked with production teams to maintain quality, visual consistency, and on-time delivery.

Mindset Group

Design Lead / Brand & Experience Designer

Feb 2017 - March 2018 · Lebanon · Fulltime · 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.

Turbo Webs LTD

Senior User Experience Designer

Oct 2015 - Jan 2017 · Lebanon · Fulltime · On-site

ASQ (Abdul-Samad Al Korashi) - Diadonna

Senior Brand & Creative Designer

Dec 2014 - Sep 2015 · Lebanon · Fulltime · On-site

J&K Advertising

Visual Communication Designer

Feb 2014 - Nov 2014 · Lebanon · Fulltime · On-site

Maliks

Production & Visual Design Specialist

Jan 2012 - Jan 2014 · Lebanon · Fulltime · On-site

H&M

Visual Merchandising & Brand Experience Associate

Jan 2009 - April 2011 · Lebanon · Fulltime · On-site

Education

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

American University of Science and Technology (AUST)

July 2020 - Feb 2023 · Lebanon · On-site

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

Bachelor of Science (Bs) - Graphic Design

Arts, Science & Technology University of Lebanon (AUL)

Oct 2009 - Feb 2014 · Lebanon · On-site

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

Competencies

Creative Leadership: Creative Direction, Brand Strategy, Art Direction, Creative Operations, Team Leadership, Stakeholder Management, KPIs, Data Visualization

Brand & Experience Design: Design Management, Brand Identity, Brand & Experience Design (UX/UI), Visual Communication, Corporate Identity, Organizational Redesign

Creative Delivery: Creative Production, Project Planning, Workflow Management, Resource Planning, Cross-functional Collaboration, Quality Assurance, Vendor Management

Tools & Technology: Adobe Adobe Creative Suite, WordPress, Workflow & Ticketing Systems, Dashboard Analytics, SaaS, AI & Automation, 2D Animation