



## Ibrahim Mostafa



Bonoah

CREATIVE SERVICES,  
DESIGN MANAGEMENT

### WORK AUTHORIZATION



No visa sponsorship required,  
Valid German Work Permit.

### PROFILE SUMMARY

I'm a creative professional, known as Bonoah. I've got 10+ years of international experience in consulting, technology, media, retail, and SaaS.

I provide creative & strategic work backed by a Bachelor in Graphic Design and a Master of Science in Design Management.

### EDUCATION

**Master of Business Administration**  
**Design Management**  
American University of Science and Technology  
July 2020 – February 2023

**Bachelor of Science**  
**Graphic Design**  
Arts, Science & Technology University of Lebanon  
October 2009 – February 2014

### LANGUAGES

✓ Arabic C2  
✓ English C2  
✓ German A1

### CONTACT

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🌐 linkedin.com/in/bonoah/  
🌐 bonoah.com (Portfolio)

### ADDITIONAL INFO

💖 Husband & Father  
🚶 Traveler  
📖 Reader  
🎾 Tennis Enthusiast  
🎓 Continuous Learner  
🌿 Nature & Mindfulness

### PROFESSIONAL EXPERIENCE

#### → Creative Lead

ICG (Innovation Consulting Group) | Saudi Arabia | Remote

March 2025 – June 2026

- 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. | USA | Remote

October 2023 – January 2025

- 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 | Lebanon | On-site

January 2023 – June 2023

- Conducted 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 | Senegal | Hybrid

November 2021 – January 2023

- Managed a €100K+ annual creative budget, enabling successful expansion into new regional markets.
- Overhauled legacy corporate visual identities in 6 months, reducing cross-departmental asset design friction by 30%.
- Used targeted market analysis to define brand positioning and coordinated teams to deliver uniform brand assets.

#### → Creative Lead & Design Director

Cloud For Work | UAE | Remote

June 2020 – October 2021

- 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, TV | Lebanon | On-site

April 2018 – April 2020

- 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.

#### → Creative Lead

Mindset Group | Lebanon | On-site

February 2017 – March 2018

- Led brand and experience design projects from concept through final delivery, including branding and photography.
- Worked with stakeholders to deliver creative work that met business needs and quality standards.

#### → User Experience Designer

Turbo Webs LTD | Lebanon | On-site

October 2015 – January 2017

- Designed intuitive digital experiences for web and mobile products.
- Partnered with developers to deliver user-centered solutions on schedule.

#### → Graphic Designer

ASQ (Abdul-Samad Al Korashi) - Diadonna | Lebanon | On-site

January 2013 – September 2015

- Created branding, packaging, and marketing assets for luxury retail products.
- Supervised technical prepress layouts and color calibration for 100+ monthly commercial corporate prints.
- Produced retail marketing and visual merchandising materials for nationwide campaigns.

### CORE COMPETENCIES

#### 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.