



Ibrahim Mostafa



Bonoah



BRAND & EXPERIENCE DESIGN
CREATIVE DIRECTION & LEADERSHIP

● AVAILABLE IMMEDIATELY



RESIDENCE & STATUS

Residence permit, Full
work authorization in Germany.

PROFILE

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 supported by a Bachelor in Graphic Design and a Master of Science in Design Management.

EDUCATION

Master of Science (M.Sc.)

Design Management

American University of Science and Technology

GPA: 3.6 / 4.00 (US grading scale)

07/2020 – 02/2023

Bachelor of Science (B.Sc.)

Graphic Design

Arts, Science & Technology University of Lebanon

GPA: 2.9 / 4.00 (US grading scale)

10/2009 – 02/2014

LANGUAGES

- Arabic — Native
- English — C2 · Fluent
- Deutsch — A1 · Goethe-Zertifikat

CONTACT

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- 🌐 <https://www.linkedin.com/in/bonoah/>
- 🌐 <https://bonoah.com> (Portfolio)

INTERESTS

- ❤️ Husband & Father
- 🌍 International Culture
- 🏸 Tennis & Outdoor Sports
- 🎓 Learning & Exploration
- 🌿 Nature & Mindfulness
- 🎭 Art & Theater
- 📷 Photography

WORK EXPERIENCE

→ Creative Lead – Motion Design

ICG (Innovation Consulting Group) | Saudi Arabia | Remote

03/2025 – 06/2026

- 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 – Multimedia Design

Gabriel & Co. | USA | Remote

10/2023 – 01/2025

- 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 – Visual Communication

American University of Science and Technology | Lebanon | On-site

01/2023 – 06/2023

- 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.

→ Creative Director – Brand Design & Strategy

Arezki Group | Senegal | Hybrid

11/2021 – 01/2023

- 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 – Digital Products

Cloud For Work | UAE | Remote

06/2020 – 10/2021

- 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 – Brand & Experience Design

Marwa Group, TV | Lebanon | On-site

04/2018 – 04/2020

- 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 – Digital Experience

Mindset Group | Lebanon | On-site

02/2017 – 03/2018

- 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.

→ UX/UI Design – Digital Products

Turbo Webs LTD | Lebanon | On-site

10/2015 – 01/2017

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

→ Graphic Designer – Brand & Packaging

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

01/2013 – 09/2015

- 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.

KEY COMPETENCIES

Design Operations:

- **Workflow Optimization:** Creative Operations, Design Operations, Workflow Optimization, Process Automation, Resource Allocation, Capacity Planning, Traffic Management, Team Scaling, Project Management, Design Governance.
- **Brand Strategy:** Corporate Visual Identity (CVI), Brand Architecture, Brand Positioning, Omnichannel Campaign Strategy, Marketing Strategy, Performance Marketing, Customer Acquisition, CRO, B2B, B2C, SaaS, PLG, Design Systems.
- **Product & UX/UI Strategy:** User Experience Design, UX/UI 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 365, Google Workspace.
- **Project & Version Management:** Jira, Asana, Monday.com, Trello, ClickUp, Linear, Abstract.

Methodologies:

- **Agile Frameworks:** Scrum, Kanban, Sprint Planning, Agile Design Methodologies, Cross-Functional Lifecycle Management.
- **Business Alignment:** Budget Management, Stakeholder Communication, Vendor & Freelance Management, Cross-Functional Team Leadership, Creative Direction.