

Ibrahim Mostafa

Creative Lead & Brand Designer

Brand Strategy, Art Direction & Creative Operations | 10+ Years



CONTACT INFORMATION

Home Address: 97941, Tauberbischofsheim, Germany

Mobile phone: +49 152 38445095 | Email Address: ibrahim_bonoah@outlook.com

Portfolio: <https://bonoah.com> | LinkedIn: <https://www.linkedin.com/in/bonoah/>

AUFENTHALTSLAUBNIS · Residence Permit in Germany · Full work authorization · No Visa Sponsorship Needed

PROFILE

I'm a brand and creative leader with 10+ years of international experience, working with enterprise clients across the Gulf, the USA, Europe, and Africa. I build brands and run the creative operations behind them through Agile planning and workflow automation. I stay hands-on, from concept to design and animation. I'm a native Arabic speaker, fluent in English, I hold a bachelor's degree in graphic design and a master's in design management, and am completing a German integration course, with my German B1 exam planned 01/2027.

WORK EXPERIENCE

Creative Lead – Brand Motion & Delivery

Innovation Consulting Group (ICG) · Digital transformation

Saudi Arabia (remote) · 03/2025 – 06/2026

- Led creative delivery across 50+ enterprise digital-transformation projects as concept creator, designer, and animator, increasing monthly asset production by 40%.
- Created motion and animation work with strict brand consistency for leading Saudi organizations in telecom, energy, chemicals, mining, and banking, including STC, Saudi Aramco, SABIC, Ma'aden, Riyadh Bank, and Bank Albilad.
- Automated Agile planning and production workflows to maintain 100% on-time delivery.

Lead Visual Designer – Multimedia & B2B Retail Marketing

Gabriel & Co. · Luxury and bridal jewelry brand

New York, USA (remote) · 10/2023 – 01/2025

- Led design projects supporting 550 B2B retail partners across the USA, creating print materials and video ads for online and in-store platforms.
- Coordinated delivery across teams in the USA, Lebanon, India, and China, working to briefs from the Creative Director.
- Partnered with marketing, stakeholders, and jewelry designers to turn concepts into production-ready creative, managing feedback cycles and deadlines.

Creative Director – Brand Strategy & Marketing

Arezki Group · Construction and infrastructure

Dakar, Senegal (hybrid) · 11/2021 – 09/2023

- Led brand strategy and the organizational rebrand that turned a decades-old construction company into Arezki Group, working directly with the owners and senior stakeholders.
- Built the marketing department from scratch and delivered the full brand system: visual identity, website, print, and employee materials.
- Solved operational bottlenecks and applied creative operations to support expansion into new countries, and helped launch a new hotel business under the group.
- Managed and delivered a \$100K creative program covering branding, web, and ongoing graphic services.

Design Director – Digital Products & Creative Operations

Cloud For Work · Microsoft partner in digital workplace and IT consulting · Dubai, UAE (remote) · 06/2020 – 10/2021

- Produced & Led creative operations across 20+ enterprise SaaS, animation, print, digital, and educational content for Microsoft products, for Gulf organizations in utilities, energy, banking, events, and media.
- Collaborated with stakeholders, developers, and teams across time zones to deliver client-ready work.
- Directed creative resources and workflows, achieving 100% on-time delivery through Agile planning and automation.

Design Manager – Visual Design for TV Drama & Media

Marwa Group · TV production and media group · Beirut, Lebanon (on-site) · 04/2018 – 04/2020

- Led the visual design of drama series and media productions for broadcasters including MTV Lebanon, LBC, and Rotana.
- Managed the production budget and coordinated celebrity talent on set, and negotiated contracts with suppliers.
- Supervised the on-site crew and delivered under tight production deadlines, resolving bottlenecks as they came up.

Creative Lead – Brand & Experience

Mindset Group · Hospitality and lifestyle group · Beirut, Lebanon (on-site) · 02/2017 – 03/2018

- Led brand and experience design from concept to delivery, including photography, for BODO, Catrinas, and Madhattan.

UX/UI Designer – Digital Products

Turbo Webs LTD · Software engineering and IT consulting · Beirut, Lebanon (on-site) · 10/2015 – 01/2017

- Designed web and mobile products with developers for finance, healthcare, retail, automotive, and telecom clients.

Graphic Designer – Brand & Packaging

Abdul-Samad Al Korashi · luxury fragrance · Beirut, Lebanon (on-site) · 01/2013 – 09/2015

- Created packaging, branding, and retail campaigns for oud and perfume products, and managed 100+ monthly print assets.

CORE SKILLS AND TOOLS:

Brand and creative strategy: *Brand strategy & positioning · Creative strategy · Brand identity systems · Rebranding & brand consistency · Creative direction · Concept development · Visual storytelling*

Design and content production: *Art direction · Motion design & animation · Print & packaging design · Web design · Educational content design*

Creative operations and delivery: *Creative resource planning · Delivery workflows · Workflow automation · Agile planning · Production management · Multi-location team coordination*

Leadership and program management: *Design program management · Team leadership · Budget management · Contract & supplier negotiation · Stakeholder management · B2B & enterprise client management · Cross-functional collaboration*

Tools: *Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premiere) · WordPress · Webflow · CSS · Figma, Asana, Jira*

EDUCATION

Master's Degree in Design Management

American University of Science and Technology · GPA: 3.6 / 4.00 (US grading scale) · Distinguished · 2020 – 2023

Bachelor's Degree in Graphic Design

AUL University - Lebanon · 2009 – 2013

PROFESSIONAL DEVELOPMENT

Project Management Institute (PMI)® Courses · 2026: *Understanding Design Thinking: the Process · Design Thinking: Implementing the Process · Building a Product Strategy · Critical Thinking and Problem Solving · Operations Management Foundations · Operations Strategy for Business · Managing Team Conflict · Build Creative Confidence in Teams · Leading with Vision & a Growth Mindset*

LANGUAGES

Arabic — Native

English — C2 · Fluent / Bilingual

German — A1/A2 · Basic · B1 integration course in progress, exam planned 01/2027