Hesham Elgamal

Multidisciplinary Creative Designer

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Software

Photoshop, Illustrator, Premiere, AfterEffects, XD, Sketchup, Keyshot, Figma

Languages

Arabic — Native
English — Fluent

Design skills

Branding, Motion graphics, Social media, Set design, E-commerce, Exhibition design, Event planning, Art direction, Video editing, Post production, Advertising, Infohraphics, Presentations, Stationary, Mockups, Creative thinking, Animation, Visual arts, Compositing, 3D Visualization.

User Research, Design Thinking, Design System, Wireframes, Prototypes, UI Design,Interaction Designs, App Design, Web Design, Team managment.

Summary

Creative design lead with extensive experience in global brands like Samsung, Xiaomi and ekar. Skilled in design strategy, digital solutions, and brand development, with expertise in Adobe Suite and UX design. Certified by McKinsey's Forward Program and a graduate in Information Systems. Ready to drive impactful, innovative solutions in a dynamic environment.

Experience

April, 2025 - Now
Creative Design Lead

Juleb Inc. (Remote)

- Working closely with the marketing manager to create engaging marketing materials through all channels (social media, email newsletters, videos, and tutorials) that eventually convert into leads.
- Collaborating with Product Managers to transform their unique selling points into strategic content that captures potential customers' attention, encourages them to try the system, and ultimately closes the deal.
- Collaborating with the founders to elevate the brand strategy and visual identity, resulting in winning pitch decks.

Nov, 2024 - June, 2025
Design Consultant

ekar (Remote)

- Worked on revamping how the marketing collaterlas look and feel.
- Tranfromed ekar visual style into more professional and modern one.
- Worked on a wide range of materials covering social media, in-app messages, emailers and motion grpahics.

July, 2024 - March, 2025
Design Lead

Paysky & Yalla Super App

- Led the design team of 3 individuals to in-house production of creative materials for both Paysky & Yalla Super App.
- Led the team to produce marketing materials for social media channels including static posts, carousels, growth and performance materials, CRM materials, motion graphics, and offline booth design and activation materials.

June, 2023 - July, 2024
Regional Design Supervisor

Transsion (Infinix)

- Led the process of creating product KVs, marketing assets, and go-to-market toolkits.
- Managed the local design teams of the MENA region by conducting design reviews and training.

May, 2018 - May, 2023
Graphic Designer / Art Director

Xiaomi Inc.

- Worked with the marketing and product team to set the creative direction for Xiaomi brand and marketing activities
- Created visual assets for social and paid channels in different formats.
- Executed user research to collect feedback on Xiaomi's perception and image.
- Created visual assets for marketing campaigns including ATL and BTL channels.
- Setting 360-degree marketing plans with the marketing team and other involved teams.
- Worked on shooting and editing online product launches for different products.
- Created product videos independently involving 3D and 2D visual aids.

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Experience

Oct, 2018 - Dec, 2021
Content Creator / Graphic Designer
Western Union

- Worked on creating content plans for special promotions and occasions.
- Worked on creating visual assets along with creative copywriting.
- Worked on newsletter and emailers design + code.
- Worked on Social reports analyzing user interactions and empathy.

May, 2017 - June, 2018
Graphic Designer
Alcatel Mobile

- Worked on producing visual toolkits for different products launched in the MEA region involving different formats and channels like ATL, TTL, and BTL.
- Curated visual toolkits for Alcatel products to help decentralize the design and distribute workload across marketing team members.

Sep, 2012 - May, 2017

Graphic Designer

Freelancer

- Helped countless clients with different design projects including branding, stationary, 3D visualization, infographics, and motion graphics.

Education

March. 2024
McKinsey Forward Program | McKinsey & Company

February. 2023
Advanced UX Design Nanodegree | Udacity

June. 2012
Bachelor's in Computers and Information | Mansoura University

June. 2010
Graphic Design Diploma | New Horizons Learning Centers