CREATIVE FLAME
Design Studio

AHMED ABBAS
Founder | Creative Lead

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SUMMARY

With over 20 years of experience in branding, web design, and development, I bring a wealth of expertise in crafting digital and visual solutions that drive business growth for high-profile clients across industries. My career has been centered around the ability to seamlessly integrate creative vision with strategic execution, transforming client goals into visually compelling, user-centric digital experiences.

From leading complex branding projects to developing dynamic websites and mobile applications, I have honed a diverse skill set that blends artistic creativity with technical proficiency. I am passionate about using data-driven insights and strategic planning to inform design decisions, ensuring all projects are aligned with business objectives and market trends.

Throughout my career, I've led cross-functional teams of designers, developers, and stakeholders, establishing a collaborative environment where innovation thrives and high-quality results are consistently delivered. With a proven track record of meeting tight deadlines under pressure, I excel in managing large-scale projects while maintaining attention to detail and achieving client satisfaction. My leadership is grounded in mentorship, fostering the growth of junior team members while driving the overall success of each project.

PROFESSIONAL EXPERIENCE

CREATIVEFLAME | USA | 2020 — Present
https://creativeflame.co

Founder | Creative Lead

I have worked with clients in industries ranging from technology to luxury goods, providing end-to-end creative direction and web development solutions. I take pride in my ability to guide teams through complex projects, aligning design concepts with business strategy to deliver visually impactful and highly functional digital products. Whether leading a rebranding initiative or building an intuitive e-commerce platform, my approach is driven by a deep understanding of user needs, business goals, and market positioning.

Key Responsibilities:

- Lead the design, development, and strategic direction for branding and digital projects from initial concept through to launch.

- Collaborate with clients to define objectives, create user personas, and develop effective digital strategies to elevate their brand.

- Develop responsive, mobile-first web designs that optimize user experience across all devices and screen sizes.

- Build and maintain robust design systems that ensure consistency across multiple platforms, devices, and touchpoints.

- Oversee the full creative process, from wireframing and prototyping to final design execution and implementation.

5BYFIVE | USA | 2018 — 2020
https://5byfivecreative.com

Senior Art Director

In my role as Senior Art Director, I was responsible for managing and leading the creative direction of a wide array of branding and web design projects. I worked closely with clients, marketing teams, and developers to create cohesive design solutions that aligned with business objectives. My ability to blend creative vision with technical execution played a pivotal role in driving successful campaigns and projects for both digital and print media.

Key Responsibilities:

- Developed and executed innovative branding and marketing campaigns for clients across various sectors.

- Led design and production teams in delivering high-quality print materials, digital assets, and websites.

- Coordinated with developers to create fully responsive websites and interactive experiences.

- Managed project timelines, budgets, and client relationships to ensure successful delivery within scope and deadlines.

Notable Projects:

- Led the rebrand of a global firm, creating a unified design system across digital and print platforms, and designing a website that increased engagement and sales.

- Oversaw the design and development of digital experiences that enhanced user engagement and retention for various clients across industries.

Notable Projects:

- Led a rebrand for a prominent company, including a new logo, website redesign, and updated marketing materials, resulting in an increase in brand recognition.

- Oversaw the creation of a high-impact marketing campaign that increased brand engagement and visibility for a leading clients.

BIGWIDESKY | USA | 2016 – 2018

https://bigwidesky.com

Senior Art Director

During my tenure as Senior Art Director, I led creative teams in executing multi-channel campaigns, focusing on digital and print solutions that aligned with clients' marketing and brand goals. I collaborated closely with stakeholders to ensure brand consistency across all platforms while bringing fresh, innovative ideas to the table.

Key Responsibilities:

- Managed a team of designers and copywriters to deliver on-brand creative materials for web, social media, email marketing, and print.

- Led brainstorming sessions and creative reviews to refine concepts and ensure client satisfaction.

- Worked with developers to ensure smooth integration of designs into fully functional websites, adhering to both design integrity and technical requirements.

- Contributed to the development of design guidelines and creative standards for the agency.

THE BRAND COMPANY | EGYPT | 2011 – 2016

www.thebrandcompany.co

Art Director | Senior Designer

As an Art Director and Senior Designer, I played a key role in executing visual designs that helped elevate clients' brands. I focused on delivering highly creative, user-centered design solutions while balancing client needs with market trends and technical feasibility.

Key Responsibilities:

- Designed web and mobile interfaces, brand identities, print materials, and social media graphics.

- Collaborated with developers to create responsive and accessible websites, ensuring seamless user experiences across devices.

- Mentored junior designers and provided feedback to improve their skills and ensure design quality.

- Developed user personas, wireframes, and prototypes to visualize and communicate design concepts.

VIRAL 21 | EGYPT | 2008 – 2011

www.viral21.com

Lead Graphic Design

In this role, I led the creation and execution of visually compelling designs for various projects, ensuring that each piece aligned with client goals and brand identity. My work involved developing innovative graphic solutions, from digital marketing assets to print materials, while maintaining a strong focus on visual aesthetics and user engagement.

Notable Projects:

- Led a marketing campaign for a major industry player, resulting in an increase in customer acquisition through a combination of digital and traditional channels.

- Created a suite of digital assets and landing pages for a product launch, resulting in an improvement in conversion rates.

Notable Projects:

- Delivered a complete rebranding for a startup, including logo redesign, brand guidelines, and marketing materials.

- Led the design of a large-scale print campaign, improving brand visibility and message clarity, which resulted in an increase in customer engagement.

Notable Projects:

- Created a full rebranding package for a startup, including logo design, brand guidelines, and marketing collateral.

- Designed promotional materials for a major product launch, boosting engagement and visibility across digital platforms.

Notable Projects:

- Designed a series of print ads for a major retailer that significantly boosted brand awareness.

- Contributed to the redesign of a major brand's corporate identity, resulting in improved user engagement and brand consistency.

Notable Projects:

- Designed and finalized a series of impactful print ads for high-profile campaigns, ensuring perfect execution and timely delivery.

- Designed and finalized packaging for a luxury product line, elevating the brand's image and boosting sales.

Key Responsibilities:

- Designed visual content for digital and print media, including advertisements, brochures, and social media assets.

- Collaborated closely with clients to understand project goals and create designs aligned with brand guidelines.

- Developed and maintained cohesive visual identities across multiple platforms, including logo design and typography.

- Led design teams in brainstorming and executing creative concepts for marketing campaigns and promotional materials.

AR AGENCY | EGYPT | 2005 — 2008

www.ar.com.eg

Senior Graphic Designer

As a Senior Graphic Designer, I worked on a broad range of design projects, including advertising campaigns, branding, and digital content. I focused on delivering high-quality design work that effectively communicated clients' messages across various media.

Key Responsibilities:

- Created visual concepts and layouts for print, digital ads, brochures, and websites.

- Worked closely with clients to develop creative briefs and execute designs based on project goals.

- Assisted in leading creative meetings, providing art direction and feedback.

RAYA HOUSE | IRAQ | 2000 — 2005

Graphic Designer | Finalizer

As a Graphic Designer/Finalizer, I played a key role in preparing final design assets for production, ensuring that all designs met high standards of quality and consistency across various projects. Managing file preparation for various formats, overseeing color accuracy, and ensuring all design elements were ready for seamless production.

Key Responsibilities:

- reated print-ready artwork for a variety of materials, ensuring designs were optimized for production, color accuracy, and resolution.

- Refined typography, layout, and imagery to ensure the final designs met client expectations and brand guidelines.

- Prepared final files for printing, including proper bleed, trim, and crop marks, and coordinated file submission to printers.

- Managed client feedback and revisions, ensuring all changes were implemented and reflected in the final designs.

- Collaborated with vendors to ensure smooth production processes and resolve any issues that arose during printing.

CORE COMPETENCIES

- **Comprehensive Design Expertise:** Extensive experience in both print and digital design, with a strong focus on brand development, layout, typography, and visual storytelling.

- **UI/UX Design:** Skilled in creating seamless user interfaces and intuitive user experiences for both web and mobile platforms.

- **Responsive Web Design:** Expertise in mobile-first, responsive design principles that ensure accessibility and optimal performance across all devices.

- **Wireframing & Prototyping:** Proficient in developing wireframes and website mockups to communicate design ideas and user flows.

- **SEO & Analytics:** Strong understanding of SEO practices and web analytics using Google Analytics to optimize user experience and drive site traffic.

- **Email Marketing Design:** Experienced in designing effective and visually compelling email marketing campaigns that drive engagement.

- **Collaborative Teamwork:** Thrive in highly collaborative environments, working cross-functionally with designers, developers, and stakeholders to deliver impactful solutions.

- **Attention to Detail:** Meticulous focus on every design element, ensuring accuracy and consistency across all touchpoints.

EDUCATION

Middle Georgia State University — USA

M.S.I.T. Master of Science
in Information Technology

University of Missouri - St. Louis — USA

Bachelor of Science
in Computer Science

Baghdad University — IRAQ

Bachelor of Arts, Emphasis
in Design - Evaluated by WES

TECHNICAL SKILLS

- **Platforms:** macOS, Windows

- **Design & Creative Applications:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD, Acrobat, Bridge, Animate, and Lightroom).

- **Web Technologies:** HTML5, CSS3, JavaScript, React, jQuery, WordPress, Shopify, Bootstrap, Node.js, and Google Analytics & SEO Tools.

- **Version Control:** Git, GitHub.

- **Prototyping:** Figma, InVision, Sketch, and Adobe XD.

- **Project Management & Collaboration Tools:** Asana, Trello, Slack, Microsoft SharePoint, and Microsoft Teams.

- **Office & Productivity Tools:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Google Workspace (Docs, Sheets, Slides, Gmail).

- **Cloud Storage:** Microsoft OneDrive, Google Drive, and Dropbox.