REDA ELSAYED

Head of Creative / Creative Director

Dubai, UAE / +971 55 981 5526 / reda980@gmail.com
reda980.me / linkedin.com/in/reda980 / behance.net/reda980

SUMMARY

Creative director with 20+ years in brand identity, integrated campaigns and creative leadership across the UAE, Saudi Arabia and Egypt. Founded and ran a branding agency in Cairo for ten years, and now leads in-house creative for a multi-entity fintech group in Dubai. Starts from the business goal, builds the systems that keep a brand consistent, and uses generative AI so a small team delivers at the scale of a large one. 700+ projects for around 100 clients, including Aston Martin, Sacoor Brothers, InterContinental, Hilton, Guess, Jeep and Hyundai.

CORE SKILLS

Creative direction and creative vision, brand identity and visual identity, brand guidelines and governance, integrated campaigns, art direction, visual storytelling, stakeholder management, executive presentations, team leadership and mentoring, in-house studio and creative operations, design systems, generative AI and AI-assisted workflows, social-first content, video production and motion design, bilingual Arabic and English campaigns.

EXPERIENCE

Head of Creative

May 2026 – Present

ATFX, Dubai. Creative lead for ATFX MENA, ATFX MU (Mauritius) and AT Institute (Saudi Arabia)

- Built the in-house creative studio from scratch: hired, onboarded and trained a multidisciplinary team of 4 (UI/UX, graphic design, motion, video) across Dubai and Cairo.
- Leads the output for three brands: around 3 integrated campaigns a week, each with statics in every format and a one-minute video, plus 1–3 social posts a day.
- Launched AT Institute in Saudi Arabia from zero: brand identity, social media and campaigns, office environmental graphics and coverage of every seminar and event.
- Moved all creative work into shared Figma files and is building the group's first design system, so any designer can pick up any file and motion is designed before it is animated.
- Introduced an AI-assisted workflow: Claude for websites and apps, Higgsfield and Magnific for video and imagery.

Art Director

Aug 2019 – Apr 2026

ATFX, Dubai

- Led the visual direction of ATFX's MENA brand for almost seven years, across social media, digital campaigns, video and events.
- Kept a regulated fintech brand consistent across Arabic and English markets and across every channel.

Creative Partner, independent projects

2017 – 2023

Integral Shopper and direct clients, Dubai

- Aston Martin Middle East (2023): short-form launch reels for the DB12 on Instagram.
- Sacoor Brothers (2018): social campaigns, email and in-store material for new branches in Dubai.
- Integral Shopper (2017–2023): six years of shopper promotions, online games and coupons for Carrefour, Spinneys and Lulu, for brands such as Barilla, Heinz and Gillette.

Art Director
2017 – 2019

International Media Ideas (IMI), Dubai

- Art direction for exhibitions, digital campaigns, photography and video.

Art Director
2015 – 2017

DMN (Dubai Media Network), Dubai

- Digital advertising for automotive and retail brands including Jeep, Hyundai and Chicco, with photography and video production.

Founder and Creative Director
2005 – 2015

Magenta, Cairo

- Founded and ran a branding agency: won the clients, hired and led the team and managed the budgets.
- Directed hundreds of brand identities and packaging projects for restaurants, retail, pharma and institutions, from the first conversation to delivery.

Art Director
2010 – 2012

INVENT Advertising, Cairo

- Led designers, copywriters and photographers on campaigns for international fashion brands including Guess, G2000 and XOXO.

Senior Graphic Designer
2009 – 2010

Design Coordinators, Cairo

- Brand work for international hotel groups including InterContinental and Hilton, within strict global guidelines.

EDUCATION AND CERTIFICATIONS

Google UX Design Professional Certificate, Google on Coursera, credential 608EC6DASB9G	2025
Post-diploma, Web Application Design (958 hours), CFCL, Milan, Italy	2003
Graphic and Visual Design Foundations, Faculty of Fine Arts, Cairo	2006
Bachelor of Commerce, Business Administration, Mansoura University, Egypt	2001

TOOLS

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Blender, KeyShot, CapCut, Google Ads, Claude, Midjourney, Higgsfield, Magnific.

LANGUAGES

Arabic (native), Italian (fluent), English (working proficiency).

ADDITIONAL

Writes about creative leadership, design systems and AI on LinkedIn for 11,000+ followers. Has reviewed 500+ CVs while hiring designers.