



PORTFOLIO

# CREATIVE DIRECTOR

15+ Years in Branding, Storytelling & Campaign Design | AI-Powered Creative Direction



MUHAMMAD HAMDY

# SUMMARY



I'm Muhammad Hamdy, a Creative Director with over 15 years of experience in branding, 2D/3D design, campaign development, and visual storytelling across the Middle East — particularly in Oman, the UAE, Saudi Arabia, and Egypt.

Since 2014, I've been based in the Sultanate of Oman, leading 360° campaigns tailored to cultural context, consumer behavior, and business strategy.

I've contributed to high-impact projects for regional and global brands including: Pepsi, Mountain Dew, CHERY, GMC, Hilton Hotels, Qatar Airways, Oman Air, Oman Airports, Sohar International Bank, Bank Dhofar, Bank Muscat, HSBC, Samsung, SunCola, Tanuf, Top Fruit, Salalah Festival, the Diwan of Royal Court, and Port of Salalah.

I've helped reshape brand identities across the Gulf and Egypt, and supported production on-set as an Assistant Director for several commercial campaigns.

I believe in creative that's built on clarity, cultural depth, and visual power — and I bring that to every project I lead.

*Hamdy*





## EDUCATION

FACULTY OF FINE ARTS Alex, 2012  
Bachelor of painting,  
very good with honorary degree

Hamdy

## CONTACT

✉ hamdy14art@gmail.com

**+968 9606 3390**



# S T I L L S

### Creative & Strategic Skills

- Creative Direction & Visual Strategy
- Branding Systems & Identity Design
- Concept Development & Creative Problem Solving
- Storytelling Across Cultures
- Campaign Planning & Execution (360°)

### Technical Design Skills

- 2D/3D Design (Illustrator, Photoshop, InDesign, 3D Max)
- Packaging & Product Design
- Motion Graphics & Video Art Direction (After Effects)
- UI/UX Design

### Tools & Innovation

- AI-Powered Creative Tools (Midjourney, Sora, DALL·E, others)
- Cross-cultural Design Sensitivity
- Production Supervision & On-set Visual Direction
- Remote Collaboration & Workflow Optimization



## BPG GROUP – ART DIRECTOR

Dubai, UAE (Remote From Oman)  
Jul 2023 – Present

- Leading creative campaigns for Sohar International Bank
- Managing remote team communication & visual asset production
- Developing content strategy for social, digital, and motion

## ABILITY – ART DIRECTOR

Riyadh, KSA (Remote From Egypt)  
Sep 2022 – Jun 2023

- Delivered branding & content for Saudi retail & hospitality
- Directed campaign visuals tailored to local culture

## LB+ – CREATIVE DIRECTOR

Muscat, Oman  
Oct 2020 – Sep 2022

- Created campaigns for Pepsi, SunCola, Tanuf, and Top Fruit
- Developed packaging, brand identities & digital rollouts

## SHANFARI GROUP – ART DIRECTOR

Salalah, Oman  
Mar 2017 – Jan 2020

- Designed for Oman Air, Oman Airports & Port of Salalah
- Developed visual systems for government entities

## 180 ADVERTISING – ART DIRECTOR

Salalah, Oman  
Aug 2014 – Feb 2017

- Art directed Salalah Festival campaigns
- Collaborated with Qatar Airways & Omani cultural institutions

Hillive – Creative Director (Egypt) | 2020–2018

Putmann EGY – Sr. Designer | 2014

Experience Studio – 3D + Graphic | 2013–2012

Mega Adv. Agency – Graphic Designer | 2010–2009



# *Hamdy* CAMPAIGNS

& SOCIAL MEDIA

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MUHAMMAD HAMDY



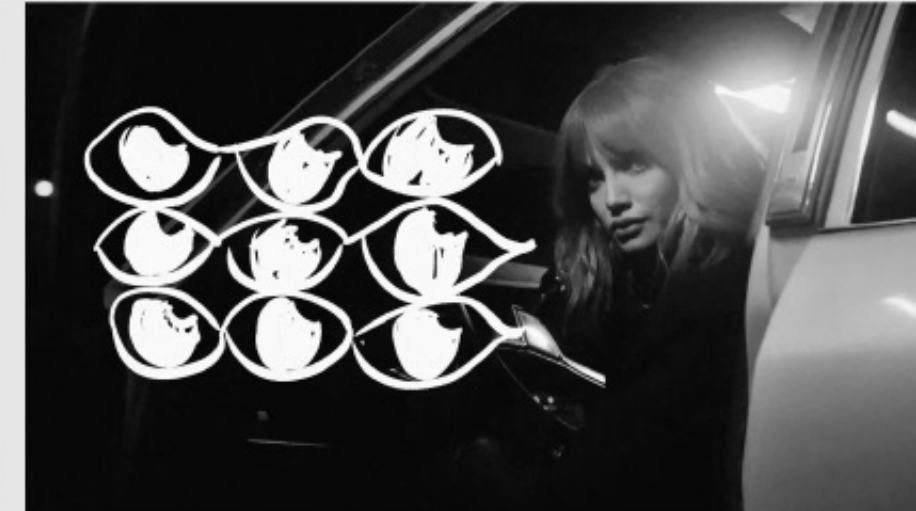
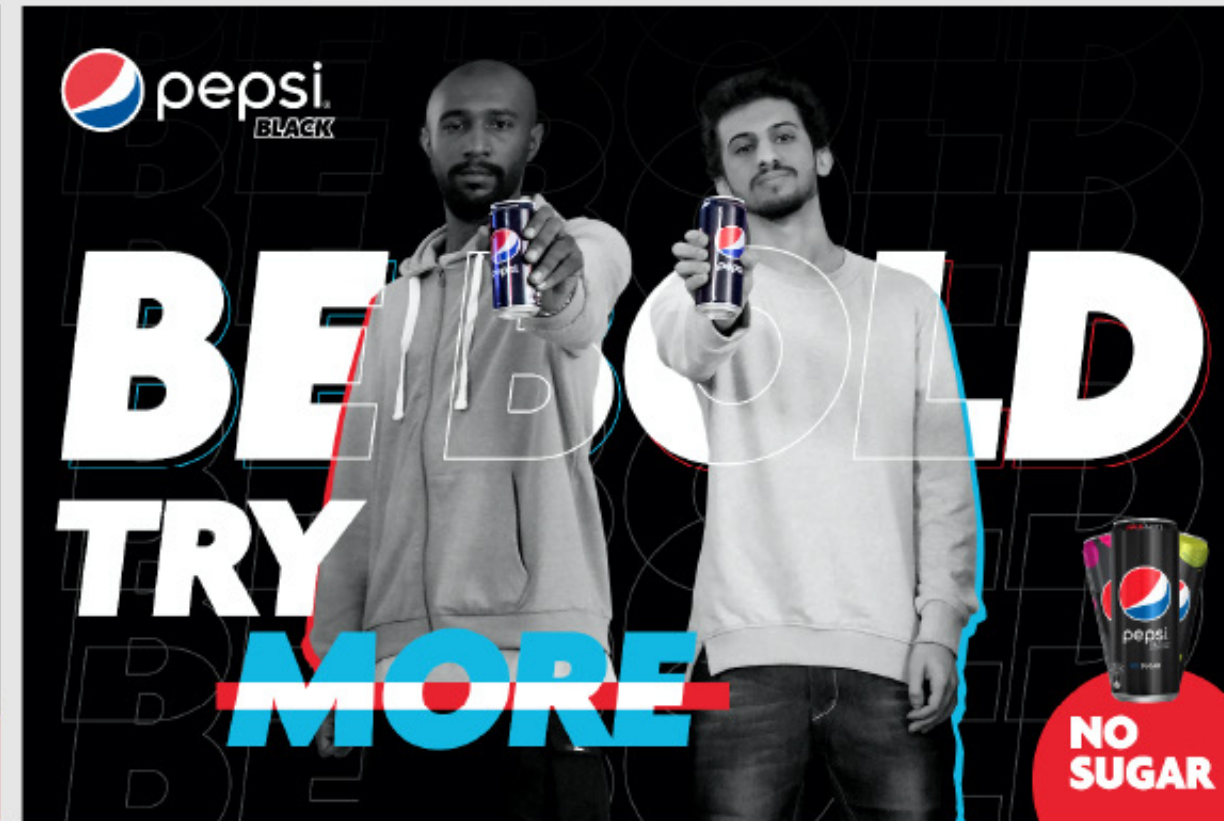
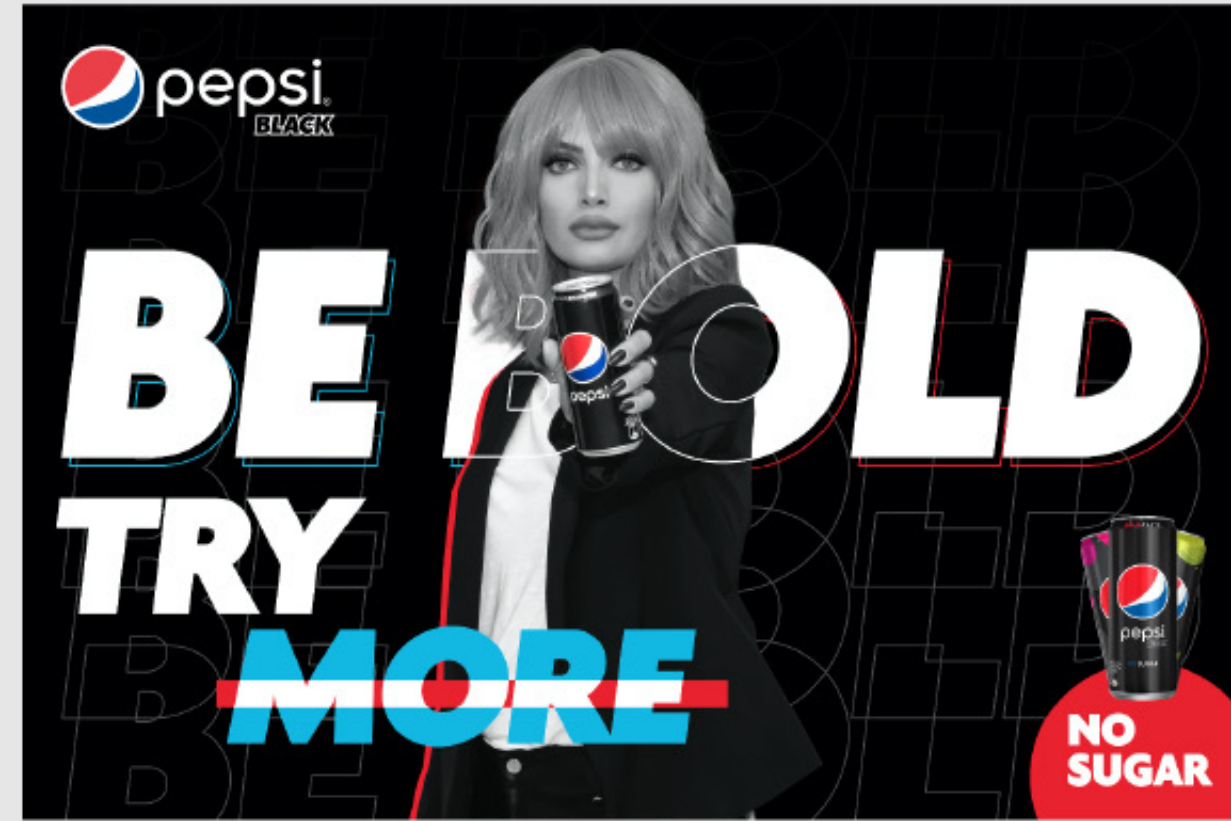
# HALWANI BROS FROM SAUDI TO THE WORLD

Led the full visual campaign for Halwani Bros' export initiative. Developed the concept, designed the key visual, and produced all assets including outdoor, packaging compositions, and event booth visuals.

A bold national message crafted for international exposure.

Client: Halwani Bros  
Agency: LB+  
Location: KSA  
Year: 2022





## PEPSI BLACK "TRY MORE" CAMPAIGN

Led the creative direction for Pepsi Black's "Be Bold. Try More." campaign in Oman.  
Developed the full storyboard, assisted in directing on set, and designed bold key visuals.  
Handled montage supervision and post-production support for social media rollouts.  
A youth-driven campaign celebrating individuality, bold energy, and no-sugar attitude.

Client: Pepsi  
Agency: LB+  
Location: Oman  
Year: 2020



## SOHAR X HSBC NATIONWIDE CAMPAIGN

Led the full visual direction for the official merger campaign between Sohar International Bank and HSBC Oman — titled "Nationwide".

Crafted the core identity, messaging, and rollout strategy to visually express the union of two banking giants under one national vision.

Supervised full campaign production & rollout across billboards, branches, events, and digital platforms across Oman.

A milestone campaign that connected financial power with national purpose — launched across every region in the Sultanate.


Client: Sohar International  
Agency: BPG  
Location: Oman  
Year: 2023




**SERVING  
CUSTOMERS**




**TOGETHER  
BOLDER**

**SERVING  
THE NATION**




**GOING BEYOND  
BANKING**




**صهار**  
لبنان  
**Sohar**  
International

**نمو يُعزز مسيرة  
التنمية لوطننا.**  
نحو فرص واحدة وفوز أكبر. نمضي قدماً على نهج  
رؤيتنا الوطنية

**Growth that empowers  
our Nation to grow.**  
More opportunities, more wins. Driving and fulfilling  
the vision of the Nation.

**#ننمومعاً**  
**#Growing\_together**

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# TANUF WATER BRAND REFRESH PACKAGING DESIGN

Led the full visual refresh of Tanuf, one of Oman's most iconic water brands.

Worked on reimagining the brand tone, bottle design, and packaging system.

Developed social media visuals, lifestyle adaptations, and outdoor-ready assets.

A brand evolution rooted in Omani identity and modern clarity

Client: Tanuf Water  
Agency: LB+  
Location: Oman  
Year: 2021



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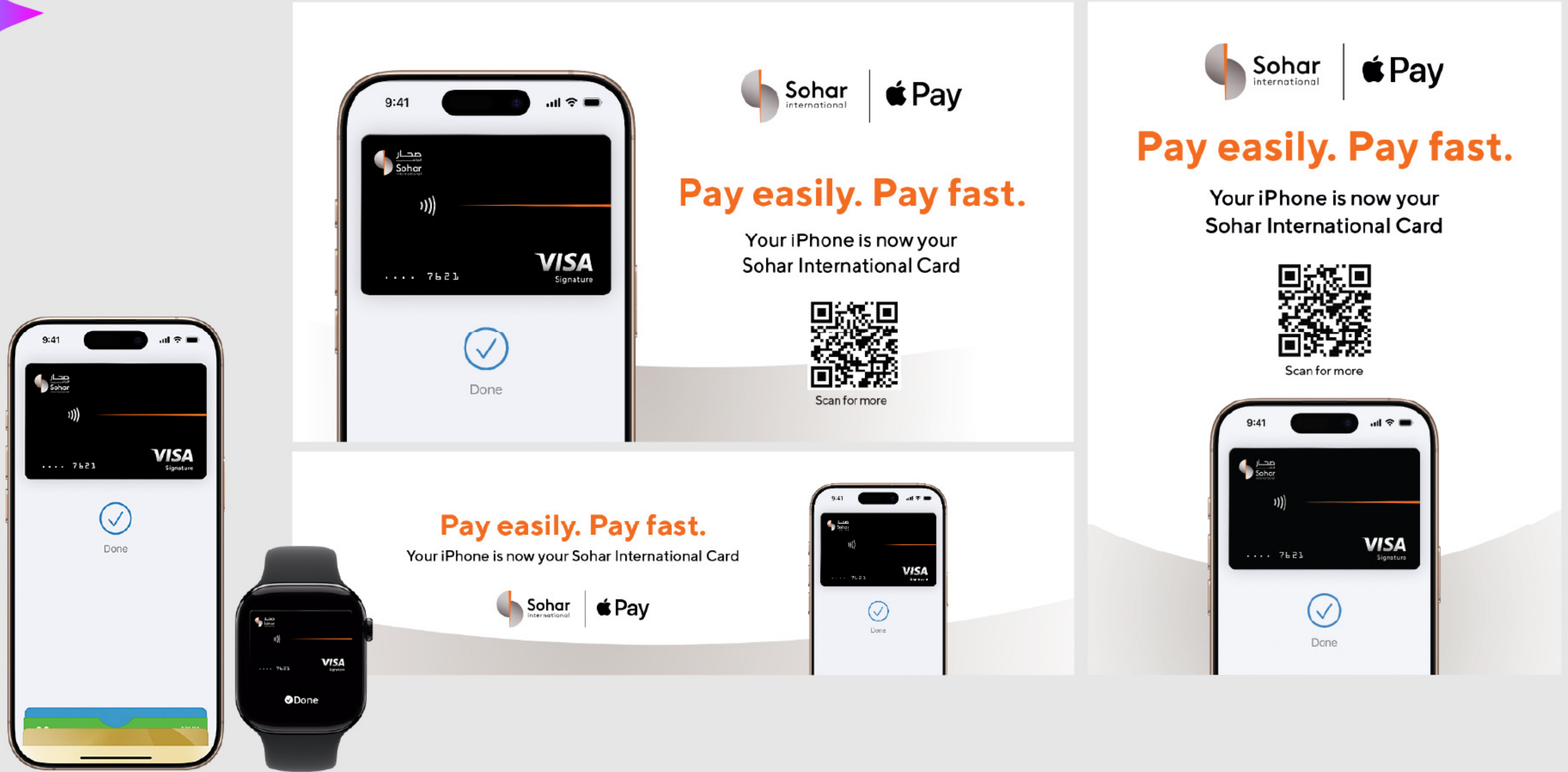
# SOHAR x APPLE APPLE PAY LAUNCH

Led the creative direction for the launch of Apple Pay integration with Sohar Bank. Crafted the core campaign look and messaging:

"Pay easily. Pay fast."

Handled all visual adaptations across print, digital, outdoor, and internal communication channels – ensuring brand consistency with Apple standards and banking clarity.

Client: Sohar International  
Agency: BPG Group  
Location: Oman  
Year: 2024





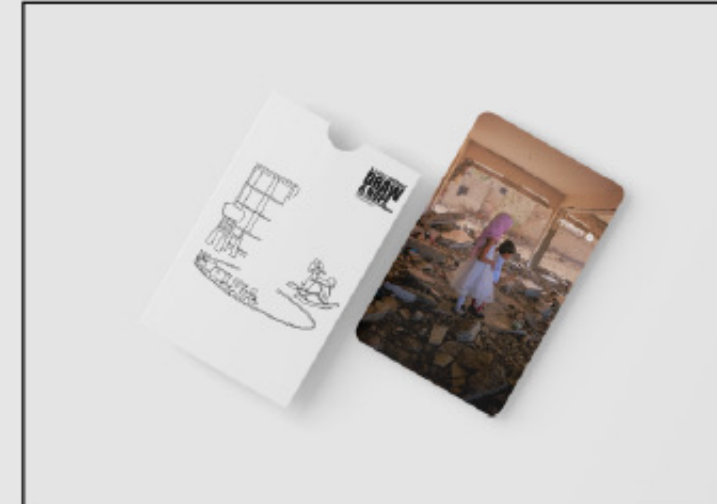
# UNHCR DRAW A HOPE

Contributed to a humanitarian campaign for UNHCR focused on children in crisis zones. The concept illustrated how a small act of support can help children "draw" their future — literally and emotionally.

Created visuals combining photography of real environments with line art showing hopeful dreams: school desks, homes, and play spaces.

A powerful blend of reality and imagination — turning tragedy into visual hope.

Client: UNHCR  
Agency: LB+  
Location: Oman  
Year: 2021



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# JOTUN UAE "REVIVE YOUR MOOD NOW" CAMPAIGN

Worked on the visual design for Jotun's UAE promotion campaign in collaboration with Home Centre. Developed lifestyle visuals and promotional adaptations with a clear, cheerful tone to reflect the "Revive Your Mood" theme.

A colorful blend of product, emotion, and incentive – crafted to boost visibility and engagement.

Client: Jotun Paints  
Agency: LB+  
Location: UAE  
Year: 2022

REVIVE YOUR MOOD NOW

WITH



SCAN THE QR CODE TO

**PLAY AND GET**  
**A CHANCE TO WIN**  
**1.2ML** DHS  
AND GIFT VOUCHERS WORTH  
THOUSANDS OF DIRHAMS  
FROM 



12120 DESERT PINK

Serial No.  
0005641065




SCRATCH TO REVEAL  
QR CODE

REVIVE YOUR MOOD NOW

WITH



SCAN THE QR CODE ON THE COUPON  
ON EVERY PURCHASE  
OF AED 500 OR ABOVE

**PLAY AND GET**  
**A CHANCE TO WIN**  
**1.2ML** AED  
AND GIFT VOUCHERS WORTH  
THOUSANDS OF DIRHAMS  
FROM 



5452 NORDIC BREEZE

REVIVE YOUR MOOD NOW

WITH



SCAN THE QR CODE ON THE COUPON  
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OF AED 500 OR ABOVE

**PLAY AND GET**  
**A CHANCE TO WIN**  
**1.2ML** AED  
AND GIFT VOUCHERS WORTH  
THOUSANDS OF DIRHAMS  
FROM 



8469 GREEN LEAF

REVIVE YOUR MOOD NOW

WITH



SCAN THE QR CODE ON THE COUPON  
ON EVERY PURCHASE  
OF AED 500 OR ABOVE

**PLAY AND GET**  
**A CHANCE TO WIN**  
**1.2ML** AED  
AND GIFT VOUCHERS WORTH  
THOUSANDS OF DIRHAMS  
FROM 



12120 DESERT PINK

9938 BLACKBENED BLACK

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## TOP FRUIT NATIONAL DAY CAMPAIGN

Led the art direction for Top Fruit's 51st National Day campaign in Oman.

Created the core message "كل يوم، سكاية وطن" as a tribute to real Omani people and places, celebrating identity, nature, and ambition.

Designed visuals blending product packaging with layered Omani landscapes and authentic portraiture — all unified in a strong cultural narrative.

A celebration of Oman's diversity through the lens of a modern local brand.

Client: Top Fruit  
Agency: LB+  
Location: Oman  
Year: 2021



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## CHERY KSA SOCIAL CAMPAIGN

Designed and adapted social media visuals for Chery's vehicle lineup in Saudi Arabia. Focused on sharp, performance-driven visuals tailored to a local audience — covering models like Tiggo 7, Tiggo 8, and Arrizo 6.

Visuals that balance power, elegance, and local appeal — built to perform on every feed.

Client: Chery  
Agency: ABILITY  
Location: KSA  
Year: 2021





# MOUNTAIN DEW OMANI NATIONAL DAY

Designed the full visual direction for Mountain Dew's campaign celebrating Oman's 51st National Day. Blended local pride with bold youth energy under the campaign line:

"أنا القوي... أنا العمليين"  
Created key visuals combining real Omani youth with energetic branding and product integration.

A celebration of power, identity, and modern Omani spirit — with a fresh, bold twist.

Client: Mountain Dew  
Agency: LB+  
Location: Oman  
Year: 2021





## POPEYES KSA LAUNCH CAMPAIGN KSA

Directed the launch visuals for Popeyes Saudi Arabia in partnership with Tanmiah. Crafted bold, flavorful visuals for social and outdoor media, highlighting product hero shots and local brand synergy.

Fast-food meets cultural flavor — loud, simple, and scroll-stopping.

Client: Popeyes KSA  
Agency: ABILITY  
Location: KSA  
Year: 2023

**POPEYES**

تطبيق  
يشبعك مررة

Download on the App Store | GET IT ON Google Play

التنمية TANMIAH | **POPEYES**

مسيرة التنمية في السعودية  
لألد ساندوتش

100% محلي وطازج

**POPEYES**

حمل التطبيق ونزل  
الساندوتش

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100% محلي وطازج | التنمية TANMIAH

**POPEYES**

تطبيق  
يشبعك  
مررة

100% محلي وطازج | التنمية TANMIAH

Download on the App Store | GET IT ON Google Play



# SUNQUICK RAMADAN (KSA)

Designed the visual direction for Sunquick's Ramadan campaign in Saudi Arabia. The concept "دركي بقلب" highlighted family moments and emotional warmth — blending traditional Ramadan elements with vibrant product visuals.

A refreshing twist on festive advertising — rooted in connection and taste.

Client: Sunquick  
Agency: LB+  
Location: KSA  
Year: 2022





# IBRAHEEM AL QURASHI PRODUCT CAMPAIGN

Crafted the visual direction and environment design for the brand's perfume range. Built a cinematic aesthetic combining 3D visual storytelling with luxury product styling — creating mood-rich visuals that reflect fragrance character.

A sensory visual experience blending elegance, desert heritage, and olfactory imagination.

Client: Ibraheem Al Qurashi  
Freelance  
Location: KSA  
Year: 2023



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## HILIVE COURSES STARTUP LAUNCH

Led the launch campaign for HiTive, a new Egyptian e-learning platform. Developed the visual direction, storytelling concept, and visual identity. The campaign's key visual — "متجهدي نفسك" — reflects ease, freedom, and quirky learning.

From creative direction to production — a launch that sparked curiosity and traction.

Client: Hilive Courses  
Founder  
Location: Egypt  
Year: 2019





# SUNCOLA X PUBG

Led the art direction and creative execution of a high-energy crossover campaign between SunCola and PUBG Mobile.

Worked on visual identity, packaging adaptation, and full digital experience from social to landing pages.

A bold campaign that blended pop culture with product power — and won gamers' attention.

Client: SunCola  
Agency: LB+  
Location: KSA  
Year: 2023



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## LB+ ORIGINALS

Worked on the visual direction for LB+'s original content platform launch. Created distinct visuals for each show, mixing collage, cultural codes, and modern editorial aesthetics to reflect youth-driven narratives and social commentary.

A fresh voice from the region — visualized with raw, bold, and thought-provoking art direction.

Client: LB+ Productions  
Agency: LB+  
Location: UAE  
Year: 2022



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## SUN COLA X AL9INE

Designed the full visual campaign for Saudi rapper AL9INE under SunCola sponsorship during Riyadh Season.

Crafted key visuals, social media designs, and concert branding that blended urban youth aesthetics with bold graphic expression.

A hype-driven visual identity that amplified the artist's presence while keeping SunCola at the cultural front.

Client: SunCola  
Agency: LB+  
Location: KSA  
Year: 2022



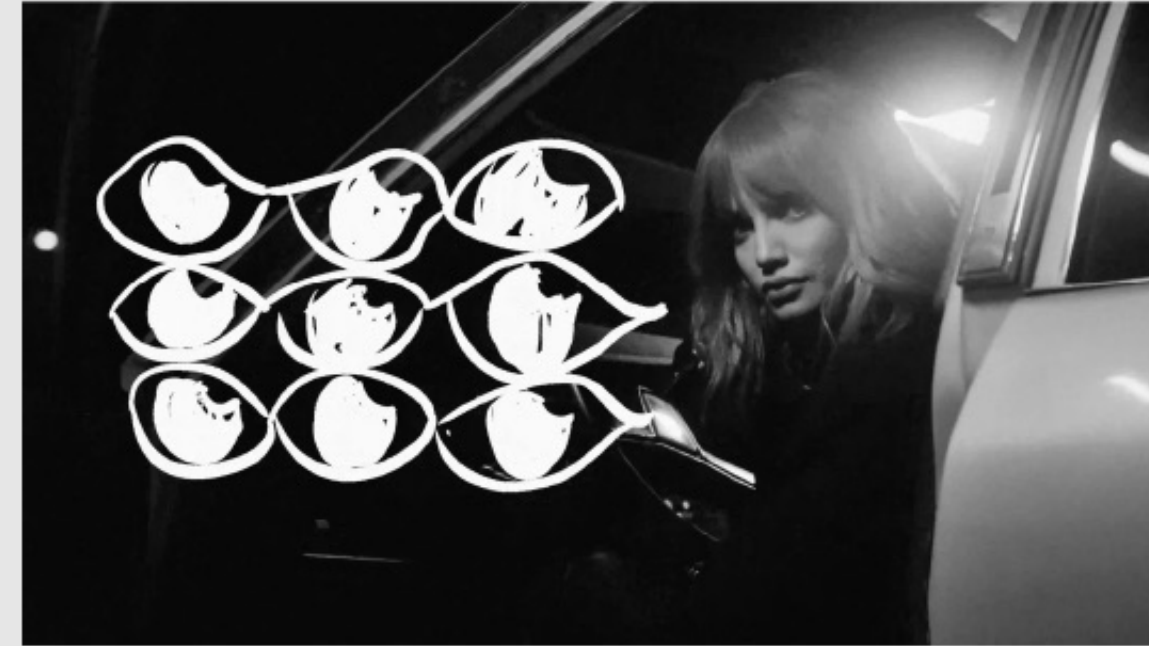
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# POST *Hamdy* PROTECTION

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Client: UNHCR  
Agency: LB+  
Location: Oman  
Year: 2021



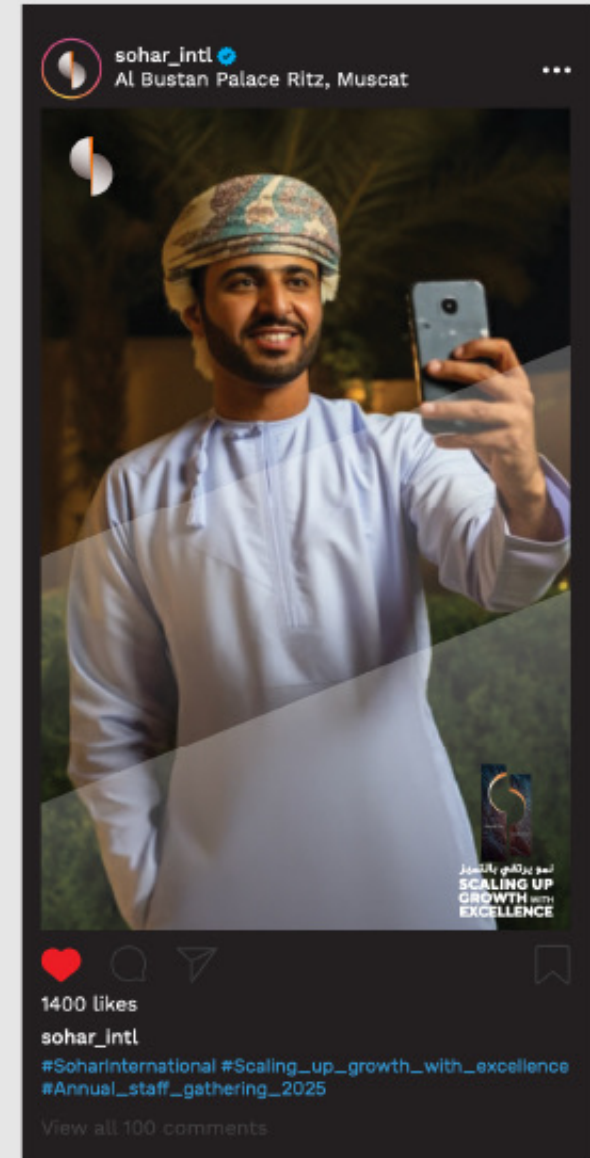
# SOHAR INTERNATIONAL ANNUAL STAFF GATHERING 2025

Led the full creative direction for the bank's annual staff event under the theme: "Scaling Up Growth with Excellence."

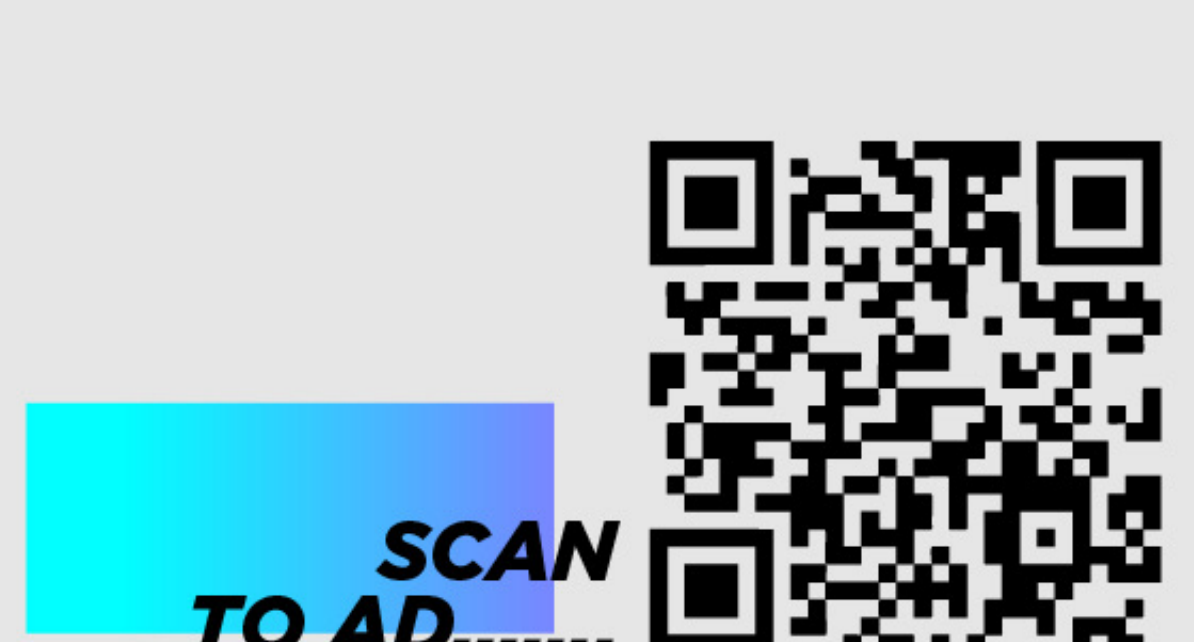
Created the campaign identity, designed the key visual, and oversaw all event visuals — including stage design, branding assets, and digital content.

A futuristic, symbolic visual language reflecting Sohar's ambition and progress.

Client: Sohar International  
Agency: BPG Group  
Location: Oman  
Year: 2025



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# HALWANI BROS

## كل يوم الساعة ٧ الصبح

Led the visual direction and moodboard development for a national breakfast-focused TVC campaign in Egypt.

The concept revolved around everyday authenticity — blending humor, warmth, and cinematic storytelling to highlight Halwani's presence in every Egyptian home.

A culturally rooted campaign that made Halwani Bros a morning staple.

Client: HALWANI BROS

Agency: LB+

Location: Egypt

Year: 2022



# TOP FRUIT

6

Client: Top Fruit  
Agency: LB+  
Location: Oman  
Year: 2021



# ALAWWAL BANK SAUDI FOUNDING DAY

Contributed to the visual development of a national campaign for Founding Day in Saudi Arabia, led by Alawwal Bank.

I was responsible for storyboard creation and campaign visual direction, helping shape the narrative structure of the video and ensuring smooth coordination between concept and execution.

The campaign captured Saudi heritage, identity, and unity — blending past and future through authentic visuals and cinematic storytelling.

Client: Alawwal Bank  
Agency: Ability  
Location: KSA  
Year: 2023

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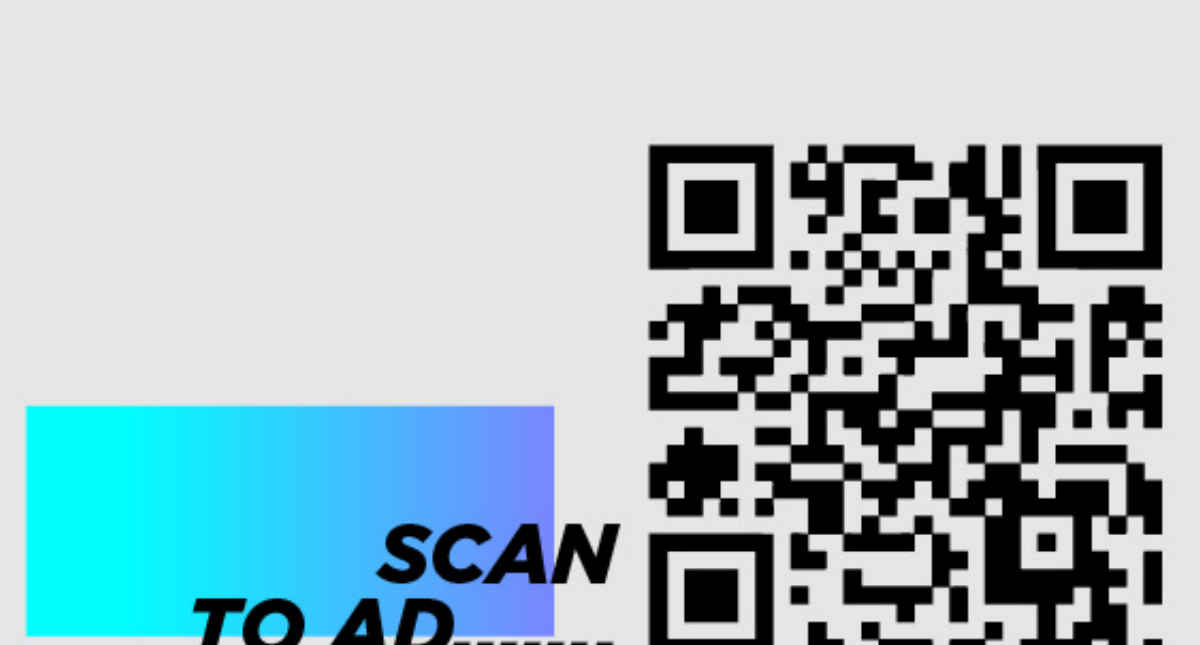
## SUNCOLA WORLD CUP CAMPAIGN

Led the art direction for this energetic World Cup campaign, titled "الكول لعيتك", celebrating youth culture, individuality, and football hype.

My role included crafting the visual storytelling, designing the urban-style graffiti art seen in the ad, and collaborating on scene aesthetics to reflect vibrancy and creative freedom.

The campaign aimed to speak directly to Gen Z, blending movement, streetwear, and music with the passion of the game.

Client: SunCola  
Agency: LB+  
Location: Oman  
Year: 2022



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## TOP FRUIT "EVERY DAY, ALL DAY"

Led the entire creative and production process for this vibrant campaign — from initial concept and visual direction to editing, animation, and color grading.

The project celebrated daily energy, flavor, and routine, using a fast-paced, colorful edit style and a playful art direction to resonate with a youthful Omani audience.

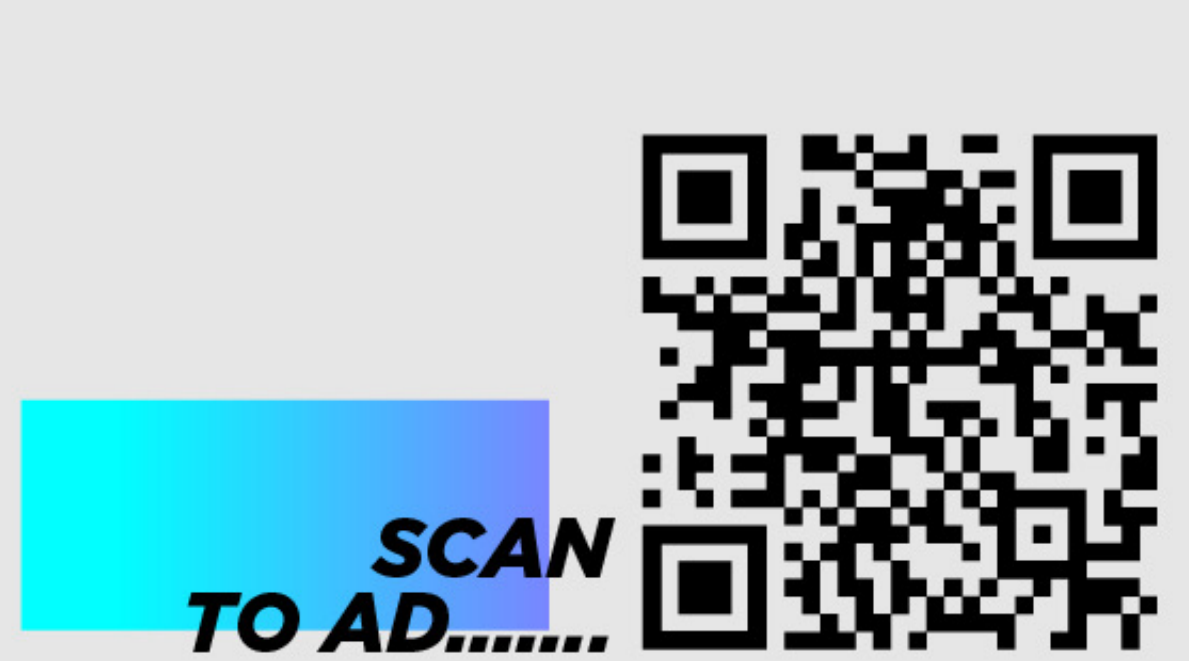
This was one of the most hands-on campaigns I delivered — a full-scope visual execution that merged storytelling, branding, and dynamic post-production.



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Client: Top Fruit  
Agency: LB+  
Location: Oman  
Year: 2020





# AQUAFINA

Led the creative direction for a lifestyle-driven visual campaign promoting daily hydration with pure water. Handled full art direction, storyboarding, production supervision, and color grading, ensuring alignment with both local culture and global brand standards.

Client: AQUAFINA  
Agency: LB+  
Location: Oman  
Year: 2021

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# *Hamdy* AI-POWERED

CREATIVE DIRECTION

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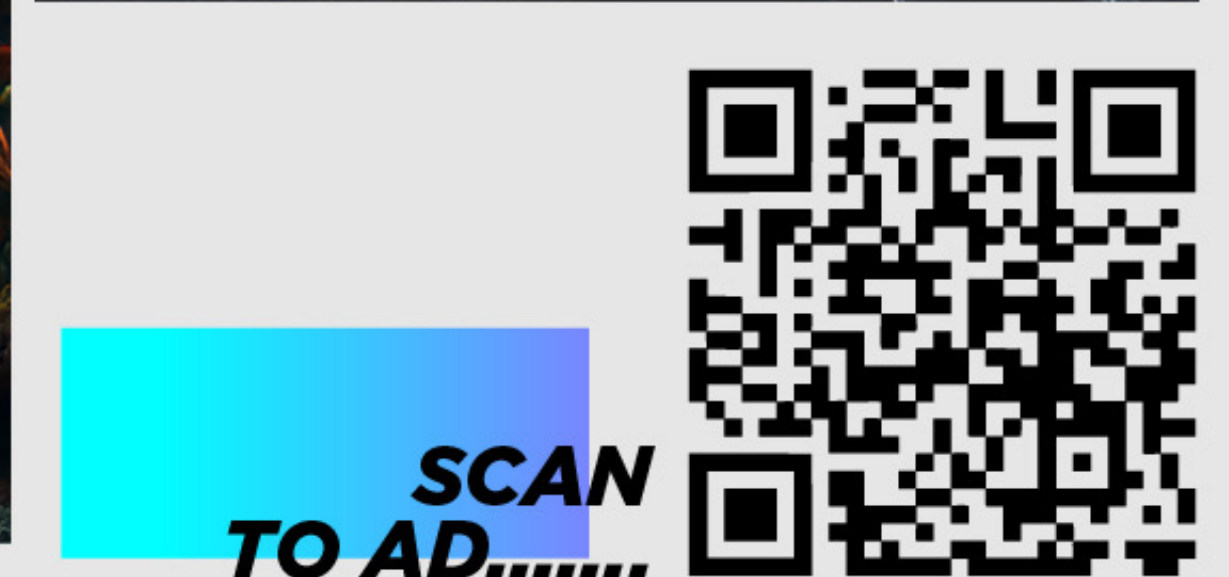


# FROM GRAY

**Film Description:**  
 "From Gray" is a short animated film that explores the emotional impact of digital overload on children. It follows the story of a young boy lost in a monochromatic world of screens, until a single book sparks his imagination and leads him into a vivid world of color, wonder, and freedom. But like reality, the escape is short-lived — he returns to gray, leaving us with a powerful reminder about the influence of technology on young minds.

**Creative Process & Use of AI:**  
 The project was entirely conceived, directed, and designed by me — powered by a blend of storytelling and cutting-edge AI tools. I used MidJourney and DALL-E for visual world-building and key visuals, while leveraging Sora to animate scenes with fluid motion and cinematic depth. Every frame was crafted by combining traditional creative direction with prompt engineering, color grading, and storytelling structure. The result is a heartfelt, AI-assisted film that feels personal, universal, and emotionally immersive.

My Short Movie  
 Year: 2025



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# SOHAR INTERNATIONAL

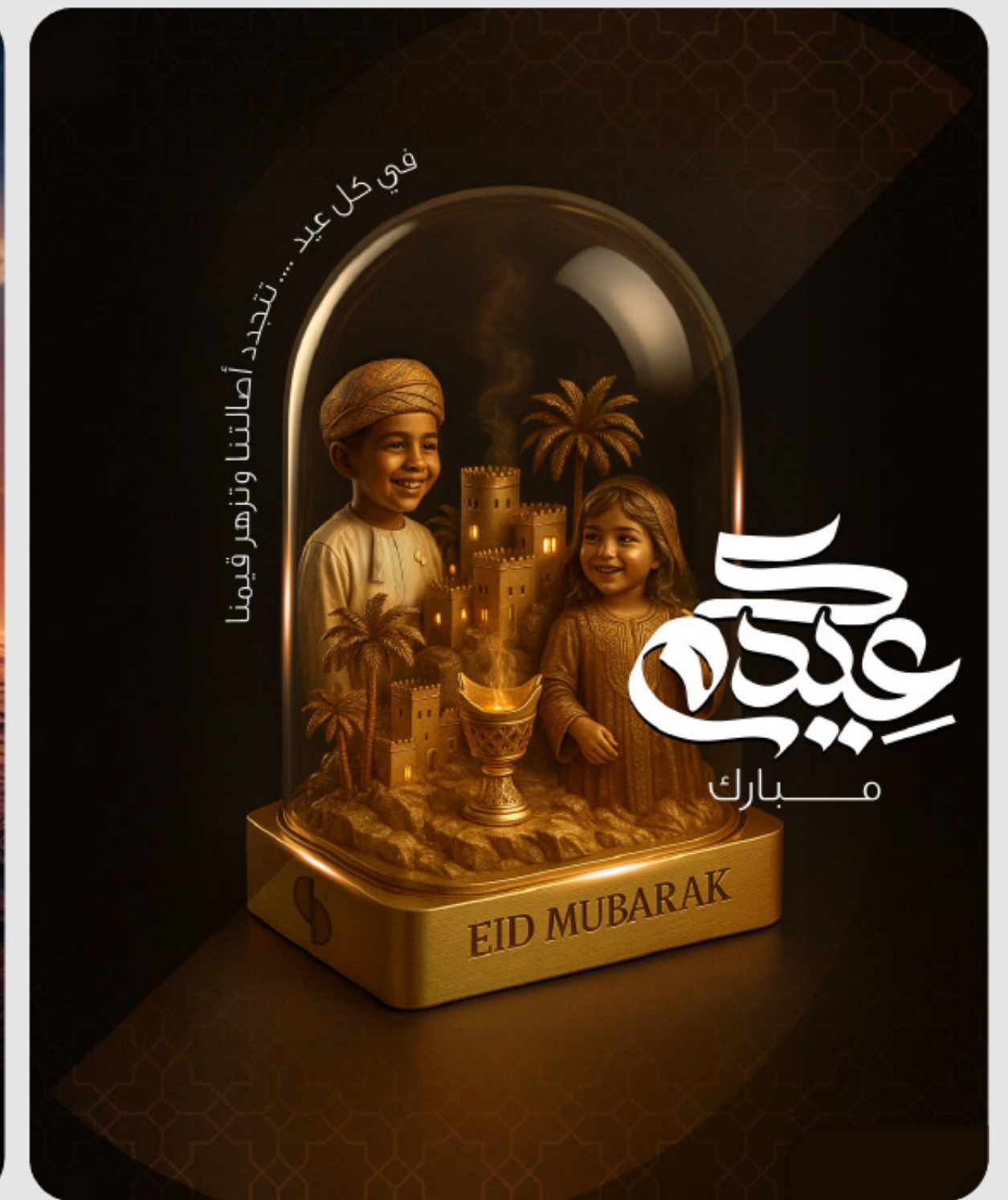
Yes — I use AI to create full campaigns and visuals for top institutions in Oman.

It's not just about tools — it's about vision. I combine AI with deep cultural insight and creative direction to deliver fast, impactful, and emotionally grounded visuals that speak to the Omani audience.

From Eid greetings to national campaigns, I craft visuals that save time, elevate quality, and connect deeply — without needing full production.

AI is part of my creative workflow — not a shortcut, but a smart upgrade.

Client: Sohar International  
Agency: BPG Group  
Location: Oman  
Year: 2025



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## THIS IS JUST A GLIMPSE

OVER THE PAST 15+ YEARS, I'VE WORKED ON DOZENS OF CAMPAIGNS, BRANDS, AND CREATIVE PROJECTS ACROSS THE MIDDLE EAST — FROM BOLD GLOBAL NAMES TO LOCAL GEMS WITH HEART.

THIS PORTFOLIO PRESENTS A FOCUSED GLIMPSE INTO MY CREATIVE JOURNEY — BUT THERE'S A LOT MORE COMING.

I'M CURRENTLY BUILDING MY FULL WEBSITE TO HOST THE REST OF MY WORK, EXPERIMENTS, AND CASE STUDIES — STAY TUNED. [hamdy360.com](http://hamdy360.com)

UNTIL THEN, I'M ALWAYS OPEN TO CONNECT.

## CONTACT

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*Hamdy*