



HELLO IT'S ME!

MOHAMED DEVO

ART DIRECTOR

Art Director with 10+ years directing high-impact visual campaigns, 3D CGI worldbuilding, and iconic brand narratives for multinational giants across Egypt and the Gulf.

- EXPLORE WORKS ↓
- EXECUTIVE PROFILE →
- CONTACT ME ↗



— MOHAMED DEVO Mohamed



AGENCY LEADERSHIP & *Creative Capabilities*

A decade directing cross-channel campaigns, leading creative teams across multinational agencies in Saudi Arabia, UAE & Egypt, and mastering full-spectrum visual direction.



MOHAMED DEVO

ART DIRECTOR

Directing multidisciplinary creative teams, defining campaign architectures, and crafting high-impact key visuals across Saudi Arabia, UAE, Qatar, Kuwait, and Egypt. Experienced in leading senior designers, 3D CGI artists, motion directors, and copywriters from initial concept moodboards to nationwide OOH billboards, retail packaging, and digital rollouts.

CAIRO • RIYADH • DUBAI

10+ YEARS EXPERIENCE

20 MULTINATIONAL CORPORATIONS

150+ CLIENTS AROUND THE GULF

REGIONAL FOOTPRINT:



CURRENT ROLE: ART DIRECTOR – SCOPE COMMUNICATION

Industry-Standard Tool Mastery



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Adobe Photoshop

Key Visuals & Photo Manipulation

10+ YEARS 98%

Adobe Illustrator

Vector Identity & Typography

10+ YEARS 96%

After Effects

Motion Design & Kinetic Ads

ADVANCED 88%

Blender 3D

3D Modeling & Cycles CGI

ADVANCED CGI 85%

Generative AI

Midjourney, Runway & Firefly

EXPERT SPEED 92%

Adobe Dimension

Product Packaging & Staging

ADVANCED 80%



03 • CAREER TIMELINE & AGENCY PEDIGREE

WORK EXPERIENCE & Agency Track Record

Leading creative departments and executing flagship ATL, BTL, and digital campaigns across 9 premier agencies in Saudi Arabia, UAE, and Egypt.



EGY

ART DIRECTOR

Scope Communication

Leading strategic creative direction, ATL campaigns, and high-impact visual narratives across Egypt and regional markets.

2024 – PRESENT

CREATIVE LEADERSHIP



KSA

JUNIOR ART DIRECTOR

NSM+

Spearheading creative key visuals, custom Arabic/English typography systems, and dynamic digital rollouts across KSA.

RIYADH • KSA

KSA MARKET LEAD



UAE

ART DIRECTOR

ALO TEAM

Delivered strategic brand redesigns, 3D packaging architecture, and high-impact commercial advertising for UAE clients.

DUBAI • UAE

BRAND INNOVATION



ART DIRECTOR

Serajj

Directing flagship creative campaigns, Saudi National Day visual narratives, and brand strategy across Saudi Arabia.

2023 – 2024

EXECUTIVE DIRECTION



ART DIRECTOR

Digital Tycoons

Headed digital campaign narratives, social activations, and comprehensive brand identity development for commercial clients.

CAIRO • EGY

DIGITAL & ATL



SENIOR GRAPHIC DESIGNER

MullenLowe Global

Executing global campaign creative, high-end photo compositing, and visual identity systems for top-tier multinational accounts.

DUBAI • UAE

GLOBAL NETWORK



JUNIOR ART DIRECTOR

MOTAD

Co-directing multidisciplinary creative teams on corporate rebrands, retail activations, and FMCG campaigns in Dubai.

DUBAI • UAE

AGENCY LEADERSHIP



ART DIRECTOR

Blues Media

Oversaw full-lifecycle campaign production, concept moodboards, storyboards, and cross-channel creative execution.

CAIRO • EGY

CAMPAIGN STRATEGY



SENIOR GRAPHIC DESIGNER

Goodzii

Specialized in commercial advertising retouching, key visual development, brand identity systems, and motion graphics.

CAIRO • EGY

VISUAL MASTERY



04 • 12 CORE DISCIPLINES ACROSS 4 FOUNDATIONAL PILLARS

CORE ART DIRECTION & *Technical Capabilities*

Balancing visionary creative leadership with hands-on technical execution across integrated advertising, high-end retouching, and 3D CGI.

01 Creative Leadership & Direction

TEAM & PRODUCTION

01.1

Brief Translation & Task Delegation

Breaking complex multinational briefs into actionable creative tasks for designers, animators & copywriters.

01.2

Time & Production Management

Managing fast-paced agency production schedules while keeping visual standards uncompromisingly high.

01.3

Mentoring & Skill Development

Guiding and mentoring design teams to push conceptual boundaries and elevate execution craft.

02 Campaign Strategy & Architecture

ATL • BTL • TTL

02.1

Art Direction & Campaign Strategy

Moodboards, storyboards, creative concepts, and comprehensive brand campaign identity architecture.

02.2

Integrated Campaigns (ATL / BTL / TTL)

End-to-end multi-channel creative rollouts across digital, print, OOH billboards, and retail activations.

02.3

Marketing & Advertising Design

High-impact visual communication crafted for maximum customer conversion and brand recall.

03 Visual Craft & High-End Retouching

COMPOSITING & FINISH

03.1

Visual Composition & Storytelling

Mastery of visual hierarchy, focal contrast, lighting mood, and emotional engagement with 10+ years depth.

03.2

Photo Manipulation & Compositing

Multi-layered key visual compositing, realistic perspective matching, and atmospheric shadow physics.

03.3

High-End Commercial Retouching

Studio-grade skin, automotive, culinary gastronomy, and product retouching with meticulous pixel craft.

04 3D CGI & Kinetic Motion

BLENDER CYCLES & MOTION

04.1

Rapid Concept Visualization

Translating abstract marketing visions into photorealistic concept proofs in Photoshop, Blender & AI.

04.2

3D Modeling, Texturing & CGI

Custom Blender 3D modeling, PBR procedural shaders, subsurface scattering, and Cycles cinematic lighting.

04.3

Motion Design & Kinetic Direction

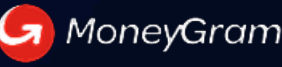
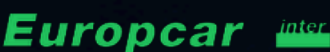
Directing dynamic kinetic reveals, promotional video ads, and synchronized social story reels.



05 • MULTINATIONAL & REGIONAL CLIENT PORTFOLIO

CLIENT BRAND NETWORK *Across The Gulf*

CLICK ANY BRAND LOGO TO EXPLORE PROJECT • 30+ REGIONAL & GLOBAL TITANS





06 • CURATED MASTERPIECES (01 – 08)

SELECTED Campaigns

CLICK ANY CAMPAIGN TO OPEN LIVE CASE STUDY ON MOHAMEDDEVO.COM



01 • HERITAGE & ART DIRECTION
Indian Motorcycle



02 • MOBILITY & TECH BRANDING
JTNY Mobility



03 • FMCG & STORY MOTION
Ivy Bears Wellness



04 • 3D CGI & MOTION CAMPAIGN
Zertick Pharma



05 • IMMUNO-ONCOLOGY BREAKTHROUGH
Keytruda Oncology



06 • CELLULAR NUTRITION & ENERGY
NexPovia Nutrition



07 • GLOBAL HEALTHCARE CAMPAIGN
MSD Healthcare



08 • BANKING & 3D MOTION
ABK Banking

THE Studio

EXPLORE FULL 45-PROJECT ARCHIVE ON MOHAMEDDEVO.COM



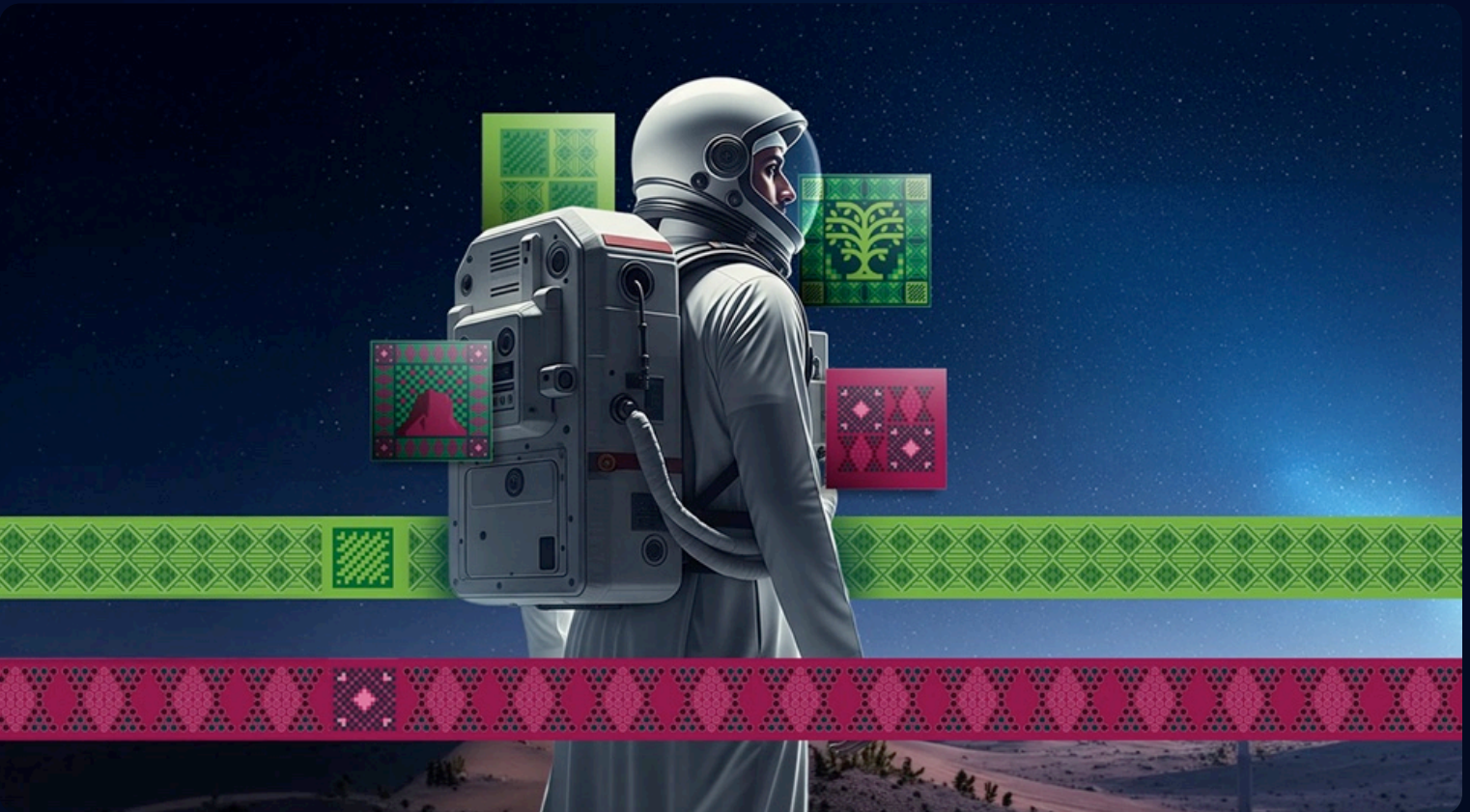
3D & CGI VISUAL CAMPAIGNS • 2026

Jotun Paints



CULINARY BRANDING & ATL • 2026

Kebab Hub Gastronomy



NATIONAL DAY & E-COMMERCE ATL • KSA

Falak E-Commerce



FMCG & SOCIAL MEDIA • BEHANCE

Camelicious FMCG



REGIONAL PHARMA AUTHORITY • KSA

Tabuk Pharmaceuticals



AUTOMOTIVE CAMPAIGNS & ATL • KSA

Ford Automotive



THE Studio

[VIEW COMPLETE CASE STUDIES ON BEHANCE](#)



CLINICAL SKINCARE & PACKAGING • 2026

DermaActive Skincare



ATHLETIC & STORY MOTION • 2026

Interval Plus Fitness



3D MOTION DESIGN & CGI • GCC

MoneyGram Fintech



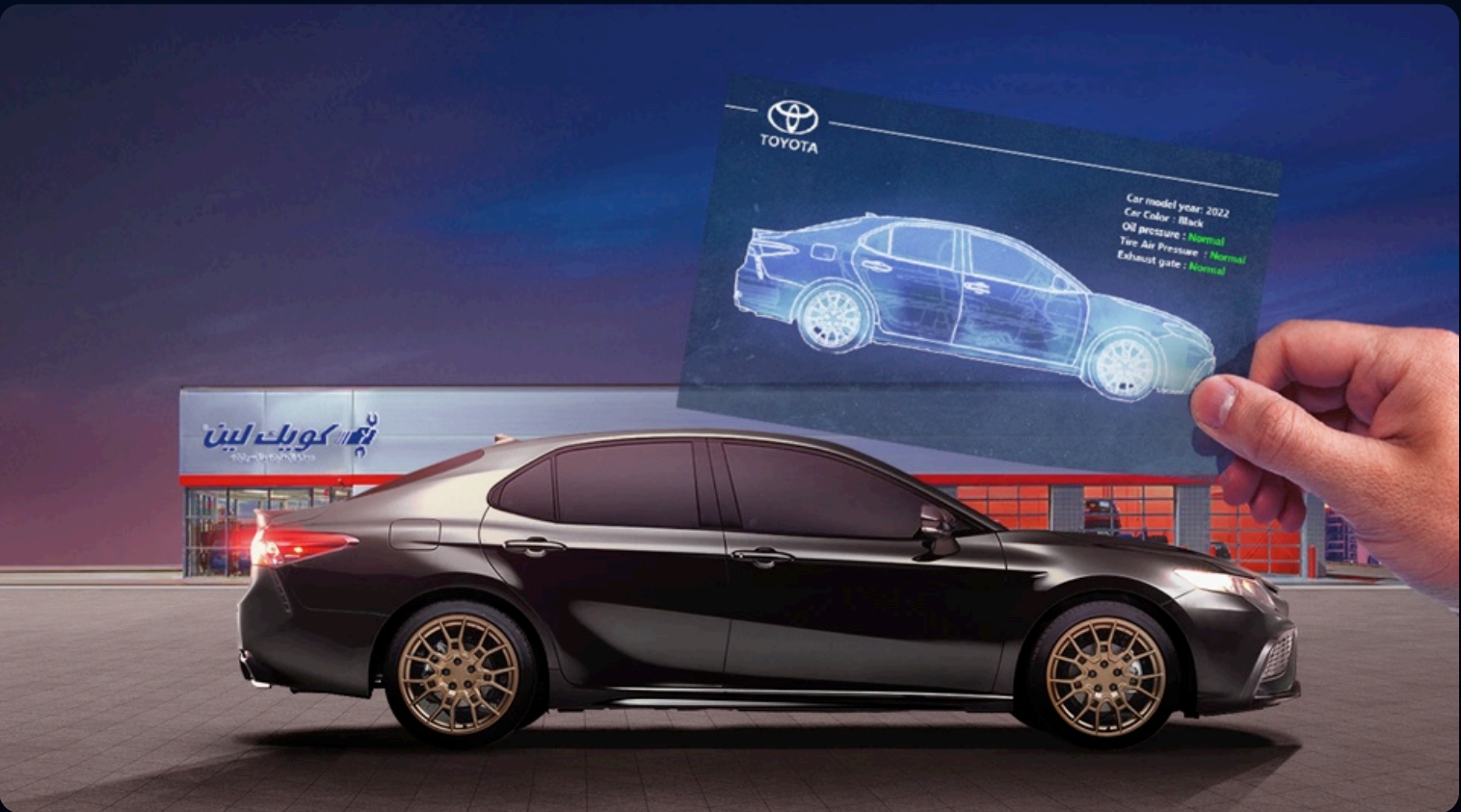
DIABETES & CHRONIC CARE • MENA

Novo Nordisk Healthcare



FMCg FOOD & PACKAGING • GLOBAL

Qualiko Food



AUTOMOTIVE AFTERSALES • KSA

QuickLane Care Service

09 • START A PROJECT

LET'S CREATE *something iconic* TOGETHER.

Open for Art Direction mandates, full campaign creation, visual identity systems, and brand consultations globally & in the Gulf.



BEHANCE



LINKEDIN



INSTAGRAM



WHATSAPP



EMAIL



CALL



WEBSITE



CAIRO