REDA ELSAYED

Head of Creative / Creative Director

I build brands that build businesses.

20+ years / 700+ projects / 100 clients

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SUMMARY

Creative director with 20+ years in brand identity, integrated campaigns and creative leadership across the Middle East. Founded a branding agency in Cairo, 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 and its regional brands

- Built the in-house creative team from scratch: hired, onboarded and trained UI/UX, graphic, motion and video talent across Dubai and Cairo.
- Leads all creative output, from integrated campaigns to daily social content.
- Launched a new regional brand from zero: brand identity, social media, campaigns, environmental graphics and event coverage.
- Building the group's first design system, so the brand scales consistently across every channel and market.
- Led the team's adoption of AI across the whole creative workflow, from ideation to production.

Art Director

Aug 2019 – Apr 2026

ATFX, Dubai

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

Creative Partner, independent projects

2017 – 2020

Integral Shopper and direct clients, Dubai

- Sacoor Brothers (2018): social campaigns, email and in-store material for new branches in Dubai.
- Integral Shopper (2017–2020): three years of shopper promotions, online games and coupons for Carrefour, Spinneys and Lulu, for brands such as Barilla, Heinz and Gillette.

Art Director
Jul 2017 – Aug 2019

International Media Ideas (IMI), Dubai

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

Art Director
May 2015 – May 2017

DMN (Dubai Media Network), Dubai

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

Art Director
2012 – Apr 2015

Magenta, Cairo

- Led the studio on brand identities and packaging 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.

Founder and Creative Director
Jan 2005 – 2009

Magenta, Cairo

- Founded and ran a branding agency: won the clients, hired and led the team and managed the budgets.

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).

LEADERSHIP AND INFLUENCE

- Extensive experience hiring the right creative talent and building high-performing teams, both agency-side and in-house.
- Publishes a regular series on brand strategy, positioning and AI in creative work for 11,000+ followers on LinkedIn.