

Mohammad Mannaa

Head of Digital | Art Director | Visual Strategist
Brand Builder | AI-Driven Creative Innovator

Website:
m-mannaa.framer.website

Watch Showreel 

Professional Summary

13+ years of experience leading brand identity, marketing campaigns, and digital experiences across diverse industries.

I specialize in translating business goals into impactful visual strategies, guiding creative teams from concept to execution. Skilled at integrating AI tools into design workflows, I enhance efficiency, accelerate ideation, and deliver innovative results across branding, UI/UX, and multimedia storytelling.

Experience

Head of Digital | Art Director - 50Three Agency

Nov 2023 – Present

- Built the end-to-end operating model—client lifecycle, sales, and delivery workflows—for scalable execution.
- Led brand and visual identity from concept to launch.
- Worked and handled design, UX and development of Website
- Created performance creatives and content that lifted engagement and ROI.
- Ran cross-functional branding and multimedia projects to on-time, high-quality delivery.
- Integrated AI tools (Midjourney, ChatGPT, KlingAI, Murf) to streamline workflows and elevate output.
- Partnered with executives on business development and marketing.
- Explored a shift to an AI studio, assessing market demand, capabilities, and service models.

Contact Info

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Certificates

Adobe Certified Expert

Google UX Design Certificate

Bachelor of Arts

Languages

English (Fluent)

Arabic (Fluent)

Education

Bachelor of Science

Biochemistry Major

Mansoura University

Egypt 2011

Art Director - TAMM Abu Dhabi

[Check Case Study](#)

Jul 2023 – Nov 2023

- Created video templates to enhance TAMM App tutorials.
- Designed storyboards for a trailer video highlighting TAMM App's new features.
- Redesigned the exterior of the TAMM Factory building.
- Produced multimedia content for immersive meeting rooms.
- Led concept and execution of TAMM MATRICS video showcased at GITEX 2023.
- Created immersive visuals and statistics for ADG's GITEX booth.

Art Director - Najahi Events

[Check Case Study](#)

Nov 2019 – May 2023

- Rebranded the company's visual identity.
- Created collateral including banners, roll-ups, screens, and slides for over 30 Events
- Directed storyboarding and production of promotional videos.
- Conceptualized and executed promotional materials and paid Ad creatives for events and workshops, ensuring alignment with brand tone and campaign objectives.
- Designed and developed high-converting landing pages for ticket sales, optimizing layout and messaging to drive user action and maximize ROI up to 77% conversion Rate.

Additional Roles

- Sr. Graphic & UI Designer - Chefaa (2017 – 2019)
- Sr. Graphic & UI Designer – Social Nuts Agency (2018 – 2019)
- Branding Designer – Naked Digital Agency (2018 – 2019)
- Design Lead – Mnbaa (2014 – 2016)

Key Skills

Creative Direction & Art Direction - Brand Strategy & Visual Identity- UI/UX Design (Web, Mobile, Landing Pages)- Motion Graphics & Video Editing using Ai - Marketing Campaign Design (Social, Events, Paid Ads) - AI

Tools

MidJourney, ChatGPT, Murf, VEO 3, Gemini, Nano Banana, KlingAI - Design Tools: Adobe Creative Suite (Photoshop, Illustrator, XD), Figma, Capcut, Framer - Web Platforms: WordPress, ClickFunnels, Kajabi