

Mohammad Mannaa

Lead Digital Designer | Art Director | Visual Strategist
AI-Driven Creative Production

My website is my resume:
<https://mannaa.ae/>

Watch Showreel 

Professional Summary

Designer and creative lead with **13+ years taking brands from A to Z** — positioning and identity through campaigns, digital product, and the systems that keep them running. I start from **the business problem, not the brief**, and build the design that answers it.

My work is judged on what it returns: identities built from zero, production rebuilt around AI, and interfaces and campaigns iterated against real performance. Strong on typography, layout, and UX/UI across web, app, and email, and comfortable arguing design decisions in commercial terms.

Experience

Art Director | Head of Digital — 50Three Agency

Nov 2023 – Present

- **Lead creative across digital output** — campaigns, brand assets, site and landing page design, and motion — from concept through sign-off.
- **Own creative quality governance:** review and sign off every asset against brand guidelines, technical specifications, and deadlines.
- **Build brand playbooks, design templates, and toolkits** so the team ships consistently across web, social, and email without re-briefing.
- Design and ship web interfaces end to end — UX architecture, UI, and front-end build — with typography and layout carrying the customer journey.
- **Apply performance data to design decisions**, iterating creative to support acquisition, conversion, and retention.
- Provide hands-on direction across digital graphics, animation, and motion graphics.
- Mentor and guide designers and motion artists, allocating work and giving clear, constructive feedback.
- **Explore new revenue and monetisation opportunities alongside marketing** — new service lines, offers, and campaign formats — and design what is needed to test them.
- **Pitch new ideas and approaches to management**, and present projects to clients and external brand partners.
- Use generative AI across concepting and production to explore more directions and produce at higher volume without losing craft.

Contact Info

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Languages

Arabic — Native
English — Fluent

Certificates

Google UX Design Certificate
Adobe Certified Expert

Education

Bachelor of Science
Mansoura University, Egypt 2011

13+ years of professional digital
and brand design practice

Art Director — TAMM Abu Dhabi

[Check Case Study](#)

Jul 2023 – Nov 2023

- **Built reusable video templates and storyboard systems** for TAMM App tutorials and feature trailers, letting in-house teams produce on-brand at volume without re-briefing.
- Led concept and execution of the **TAMM MATRICS film** — the centerpiece of TAMM's presence at GITEX 2023 — from storyboard through motion, composition, and final cut.
- Art-directed the Abu Dhabi Government (ADG) booth at GITEX, turning complex service data into screen graphics and visuals that read in seconds.
- Held one visual language across film, screens, and physical environment so every touchpoint read consistently.
- Designed multimedia and motion content for immersive, multi-screen environments.
- Redesigned the exterior of the TAMM Factory building, applying the identity at architectural scale.

Art Director — Najahi Events

[Check Case Study](#)

Nov 2019 – May 2023

- **Designed and developed ticket-sales pages converting at up to 77%**, iterating layout, hierarchy, and messaging against live customer data.
- **Rebranded the company identity and built the guidelines behind it** — typography, colour, and art direction rules adopted across every channel.
- Owned the visual direction for 30+ campaigns and events, extending one system across web, social, email, print, and screen.
- **Ran campaign creative supporting acquisition and conversion** — paid social, landing pages, email, and checkout flow.
- Directed photographers, videographers, and editors from storyboard to final delivery across promotional films and campaign stills.
- Worked bilingually in **Arabic and English**, including right-to-left layout across digital and print.
- Delivered against fixed dates and budgets across several parallel briefs.

Additional Roles

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

Core Strengths

- Business-Led Design Strategy
- AI-Driven Creative Production
- Digital Design Leadership
- Brand Guidelines & Design Toolkits
- Templates & Scalable Asset Systems
- Typography, Colour & Layout
- UX/UI for Web, App & Email
- Conversion-Driven Design
- Motion Graphics & Animation
- Storyboarding & Video Direction
- Mentoring & Creative Feedback
- Arabic & RTL Layout

Tools

AI partners: Claude for the craft, ChatGPT for the brainstorm, Gemini for the sanity

Generative: MidJourney, VEO 3, KlingAI, Nano Banana, Murf

Design: Photoshop, Illustrator, Adobe XD, Figma

Motion & Video: CapCut