



## Personal information:

Name: **Ibrahim Mostafa (Bonoah), MBA**  
Headline: **Creative Director & Graphic Designer**

D.O.B: 12 / October / 1990  
Address: Beirut, Lebanon  
Phone: +961 71 199 659  
Email: [ibrahim-mostafa@outlook.com](mailto:ibrahim-mostafa@outlook.com)  
Portfolio: [www.bonoah.com](http://www.bonoah.com)  
Linkedin: [www.linkedin.com/in/ibrahim-nouh](http://www.linkedin.com/in/ibrahim-nouh)

## Profile summary:

- With over a decade of expertise in the design industry, I offer a wide range of services, including graphic design, branding, web construction, SaaS, & art direction.
- With a BS in Graphic Design and an MBA emphasis in Design Management, I bring a unique blend of creative and strategic thinking to every project.
- I mostly work with agile methodology, and I possess strong leadership and communication skills, having led cross-functional teams of professionals, including creative, developers, and project managers.
- I'm committed to delivering exceptional design solutions that meet your business goals and elevate your brand's image.

## Top skills:

Graphic Design · Adobe Creative Suite · Photoshop · Illustrator · Adobe XD · Fogma · UI/UX · SaaS · Seo · Branding · Marketing · Social Media · Photography · Art Direction · Leadership · Creative Strategies · Brand Development · Project Management · Communication.

## Personality Traits:

Collaborative · Analytical · Versatile · Detail-oriented · Empowering

## Languages:

Arabic (Native)  
English (Professional)

## Hobbies:

Tennis · Football · Reading · Travel · Mindfulness · Language Exchange

## Experience:

- **Creative Director & Graphic Designer** · 2011 - Present  
@ **Bonoah** · founder · [www.bonoah.com](http://www.bonoah.com)
  - Creating cohesive printed and digital visuals, brand identity, UI/UX, advertising strategies, and much more.
  - Working closely with cross-functional teams, including developers, project managers, and following the agile methodology to deliver high quality design solutions on time and within budget.
- **Creative Director & Graphic Designer** · Nov 2021 - Oct 2022  
@ **Arezki Group** · contract · Senegal · [www.arezkigroup.com](http://www.arezkigroup.com)
  - Rebranding Arezki's company and redesigning the website and all other marketing materials. Project required working with a cross-functional team of professionals, such as CEO's, General managers, and Project managers.
- **Creative Director & Creative Designer** · Jan 2021 - Nov 2021  
@ **Cloud For Work** · freelance · United Arab Emirates
  - Design Microsoft courses, training presentations, ERP systems visuals, & SaaS.
  - 2D animation with voice over and dubbing, length 2 to 5 minutes videos.
- **Creative Designer** · Oct 2020 - Jan 2021  
@ **LTA (Lebanese Transparency Association)** · Contract · Lebanon
  - Designing printed and digital materials, and working with a cross-functional team of copywriters, creative, and project managers.
- **Professional Development** · March 2020 - Oct 2020  
career break
  - Took a planned career break to pursue professional development and gain new skills. I Participated in various training programs and courses to enhance knowledge and expertise in new areas.
- **Creative Designer** · Dec 2019 - Feb 2020  
@ **Strategic Anchors** · project contract · United Arab Emirates
  - Rebranding and recreating all visual materials.
- **Visual Design Director** · March 2018 - Nov 2019  
@ **Marwa Group** · full-time · Lebanon
  - Responsible for managing the visuals of the shooting set like color, props, and furniture. And coordinating with celebrities and business owners.

- **Art Director, & Graphic Designer** · Feb 2017 - Jan 2018

@ **Mindset Group** · full-time · Lebanon

- Creating branding and visual identity for new restaurants, & social media advertising.
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- **Creative designer** · Jun 2016 - Dec 2016

@ **Manalco sal (Liban Energie)** · project contract · Lebanon

- A challenging rebranding project, which involved creating a new and unique visual identity and all graphic services.
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- **Art Director & Graphic Designer** · Oct 2015 - May 2016

@ **Turbo Webs LTD** · contract · Lebanon

- Responsible for creating websites and graphic design materials, managing projects, and coordinating with the clients.
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- **Senior Graphic Designer** · Dec 2014 - Sep 2015

@ **DIADONNA** · full-time · Lebanon

- Creating cohesive printed and digital materials, photography, identity, and managing projects.
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- **Graphic Designer** · Mar 2014 - Nov 2014

@ **J&K Advertising Agency** · full-time · Lebanon

- Creating cohesive printed and digital materials, photography, identity, managing projects, and social media content management.
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## Education:

- **AUST** (American University of Science and Technology) · Jun 2021 - Feb 2023

**MBA**, (Master of Business Administration) Emphasis in Design Management · Grade: 3.6/4 GPA

- Developed a comprehensive understanding of business operations, including management courses like advanced art direction, design management, contemporary management, project management, and marketing management.
  - Gained expertise in strategic planning, decision-making, and leadership through courses like creative and technical strategies, digital marketing, and consumer behavior.
  - Conducted a thesis research about the role of visual communication in modern marketing, to provide the industry with best practices and develop innovative solutions to complex business challenges.
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- **AUL** (Arts, Science, & Technology University of Lebanon) · 2009 - 2013

**BS**, (Bachelor of Science) in Computer Graphic Design

- Gained expertise in design principles (typography, color theory, and web design through coursework and hands-on projects), photography, and printing.
  - Developed proficiency in design software such as Adobe Creative Suite and other tools to create digital designs.
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## Additional Info:

In a parallel universe, I took on acting roles on theatre stages, cinema, and behind the microphone as a voice over artist. Acting was both fun and challenging, providing me with valuable insights into public speaking, emotional intelligence, consumer behavior, and communication strategies. Additionally, I was able to gain a deeper understanding of my inner-self and improve my emotional expression and regulation, making it a valuable addition to my career.