

Amr Abu-Talleb

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CREATIVE DIRECTOR

Creative Director with 13+ years driving brand strategy, audience-focused campaigns, and digital experiences across the MENA region, Europe, and beyond.

I lead cross-functional teams of up to 25, translating business objectives into creative work that moves numbers from a **57%** lift in client engagement to a **12%** revenue increase with zero ad spend.

I think in audience segmentation, market context, and conversion, then lead teams to deliver.

Open to international relocation.

Languages

English — C2 Proficient

Arabic — C2 Native

Education

B.Sc. Mechatronics Engineering

German University in Cairo, 2016

Professional Development

UX Design Certificate

Google, USA — 2022

UI/UX Design Specialisation

CalArts, USA — 2021

Research Design

University of North Texas — 2021

Graphic Design Specialisation

CalArts, USA — 2020

Design: Creation of Artifacts

Wharton School, USA — 2020

Personal Branding

University of Virginia — 2020

PROFESSIONAL EXPERIENCE

2024 – Present

Creative Director

The Line Real Estate — Cairo, Egypt

- Leading a rebranding that increased client engagement by **57%**, repositioning the brand to resonate with high-value property buyers in a competitive Egyptian market.
- Directing a team of 11 designers across all creative output: brand identity, campaign visuals, marketing collateral and digital touchpoints for property launches.
- Built the complete brand identity system from scratch: visual language, brand guidelines, tone of voice, and a scalable asset library now used company-wide.

2024 – 2025

Creative Director,

Overpowered Creative & Digital Agency

(Egypt, Dubai, UK)

- Managed and directed a multidisciplinary team of 25 across branding, VFX, UI/UX, and campaign design for clients spanning **three markets**.
- Rebranded the agency itself, built a unified identity system with market-specific expressions for UAE enterprise clients such as Alfy and Saraya in Sharjah, UK agency collaborators, and Egyptian startups.
- Ran A/B-tested micro campaigns across Instagram in three markets to validate visual direction with data, not assumptions.
- Shifted a major B2B marble client's strategy from generic B2C social content to architect-targeted campaigns, resulting in a **70% increase** in social engagement.
- Restructured a mis-priced client proposal from a flat \$ 8k scope into a two-round engagement worth \$10k, landing both phases by redefining deliverables and demonstrating business value.

TOOLS & PLATFORMS

Figma / FigJam
Adobe Creative Suite
Webflow / Squarespace
WordPress / Framer / Wix
Cursor AI / V0
Miro / Whimsical
Google Analytics

INDUSTRIES

Real Estate & Property
Luxury & Premium Brands
Financial Services
Health & Fitness
Art & Education
Technology & SaaS
FMCG & Retail
Publishing & Editorial

GEOGRAPHIC REACH

Egypt
KSA
UAE
United Kingdom & EU
United States
Canada
Australia
Singapore

Skills

Creative Direction
Brand Identity Systems
Brand Strategy & Positioning
UI/UX Design
Art Direction
Campaign Design & Strategy
Typography Systems
Design Strategy
Audience Segmentation
Team Leadership (25+)
Stakeholder Management
Copywriting & Messaging
Conversion Optimisation
User Research & Testing

2022 – Present

Senior UX Designer & Creative Consultant
Freelance — International Clients (USA, Australia, Singapore)

- Designed and built a conversion-optimised sales funnel for an Australian financial consultant that drove a **12%** increase in sales within the first month, with zero paid advertising.
- Rescued a Singapore art school's website after 4 freelancers failed over 3 years. Delivered a working site, then an immersive 360° redesign that increased views by **70%**.
- Designed interior layout for NYT bestselling author Steve Hodel's 212-page investigative book 'As Within, So Without' — 130+ images with period-accurate typography.
- Contributed to **Freelancer.com**'s design system as a contractor, delivering production-ready UI components across the platform.

2023

Senior Product Designer
Taptools, USA

- Led UX research and user testing to identify conversion bottlenecks, then redesigned the platform's core user flows.
- Delivered full UI design from wireframes to production-ready screens, reducing user-reported platform issues by **23%** within 60 days of launch.

2021 – 2022

Senior Graphic Designer
Edge Holdings Urban Development & Akadia Development — Cairo, Egypt

- Led brand identity and marketing design for real estate development projects across print and digital channels.

2018 – 2021

Senior Graphic Designer & Art Director
Like a Nerd — Cairo, Egypt

- Owned the visual identity and directed ad campaigns including Arabic-language creative and bilingual executions.
- One campaign generated **125k+** USD in direct sales.

2013 – 2018

Designer & Marketing Lead
ADRAW — Software Product (USA / UK Market)

- Led design and go-to-market creative for a US/UK SaaS product, bridging brand identity with performance marketing across two competitive English-speaking markets.
- As the sole designer, collaborated with a team of 3 copywriters to build the brand's entire marketing presence from scratch: website, ad creative, and social media, taking an early-stage SaaS startup from zero visual identity to a market-ready product.