Amr Abu-Talleb

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Designer and creative director

13 years in brand, campaigns and digital product. I design and build the work and lead the people who ship it. Most recently I took a US travel platform from idea to a live site and app, rebuilt a farm adviser's website alone (**12%** more client wins in the first month), and grew an agency's creative team from 6 to **about 25** while directing its identity.

Cairo · Remote, contractor or EOR · 30 days' notice

Skills

Brand identity and systems
Product and UX design
Prototyping and build
Art direction
Campaign concepts
Design systems
Arabic and Latin typography
AI-assisted prototyping
Creative direction
Team building and hiring
Creative reviews and standards
Working with founders and CEOs

Case studies

amrabutalleb.com/work/bay-area-trips
amrabutalleb.com/work/agfin
amrabutalleb.com/work/overpowered

Languages

English, C2 (fluent)
Arabic, native

Certification

Google UX Design Professional Certificate
Google, 2022

Industries

Real Estate
Luxury & Premium
Technology & SaaS
Financial Services
Health & Fitness
Travel
Publishing
Art & Education

Markets

Egypt

Experience

Jan 2026 – Present Creative Director, Osira FZE

Contract · Sharjah, UAE (remote from Cairo)

UAE software company selling a portfolio of products to customers worldwide. I design and direct the creative and product work for every launch.

- Design and ship alongside a team of **25** across design, product, video and customer support, with about 5 direct reports. Every release is reviewed against one design system and one standard.
- Set the creative direction for every launch, from the product to the campaign.
- Connected customer support to the studio. Each release now fixes what customers raised in the last one.
- Brought AI-assisted prototyping into the process, so the team tests an idea on a working build before it is designed in full.

Jul 2025 – Dec 2025 Creative Director, The Line Real Estate

Cairo, Egypt

Real estate company selling to high-value property buyers. I led its brand and marketing.

- Repositioned the brand for high-value buyers and led the rebrand. Client engagement rose **57%**.
- Built the identity system from scratch, with guidelines and an asset library the whole company works from.
- Led the in-house brand and marketing team of **11**.

Dec 2024 – Jun 2025 Creative Director, Overpowered

London, UK (remote from Cairo)

Creative and digital agency with clients in the UK, UAE, Egypt and the EU. I worked directly with the CEO.

- Directed the new identity while the creative team grew from **6** to about **25** in seven months. Two art directors ran the work, a hiring test set the bar and daily reviews held the standard.
- Focused the agency with the CEO on small and mid-sized businesses, where its reach and case studies were strongest, and set up OP Labs for product clients.
- Set the immersive website direction. The agency used the identity for about a year.
- Moved a marble brand’s campaigns from consumers to the architects who specify it. Social engagement rose **70%**.

Saudi Arabia
UAE
United Kingdom & EU
United States
Canada
Australia
Singapore

Tools

Figma & FigJam
Adobe Creative Suite
Premiere Pro
Cursor & Next.js
Webflow, Framer, WordPress
Generative AI for image, video and voice
Google Analytics

2020 – Present Designer & Creative Director, Independent

Clients in the USA, Australia, Singapore and the Middle East

- Took Bay Area Trips, a US travel platform, from the first sketch to a live website and app, working with the founder and a build team of about **30**.
- Designed the investor deck for Hickey, a US makeup start-up.
- Rebuilt an Australian farm adviser's website on my own as a story-led sales funnel, and wrote the copy. Client wins rose **12%** in the first month without paid ads.
- Designed the interior and back cover and typeset *As Within, So Without*, a 212-page book for *New York Times* bestselling author Steve Hodel, with more than 130 archival images.
- Brought a Singapore art school's website back online after four failed attempts. Views rose **70%**.
- Contributed UI components to Freelancer.com's design system.

Dec 2022 – Jun 2023 Senior Product Designer, TapTools

USA (remote)

- Product design for an analytics platform, in a product and engineering team of about ten.

2021 – 2022 Senior Graphic Designer, Edge Holdings & Akadia

Cairo, Egypt

- Led brand and marketing design for real estate developments in print and digital.

2018 – 2021 Senior Graphic Designer & Art Director, Like a Nerd

Cairo, Egypt

- Art directed the brand and its ad campaigns in Arabic and English.
- One campaign brought in more than **$125k** in direct sales.

2013 – 2018 Designer & Marketing Lead, ADRAW

SaaS product for the US and UK

- Sole designer. Built the brand's marketing from scratch with three copywriters and tied it to performance marketing.