



**MEDHAT ALSHAFEE**

P O R T F O L I O



## PREFACE

### ABOUT ME

I'm a multidisciplinary Creative & Design Director with over 20 years of experience creating brands, visual identities, and digital experiences across Saudi Arabia and the Middle East. I combine creativity, strategy, and business thinking to transform ideas into purposeful design that delivers measurable impact. A collaborative leader and effective communicator, I thrive in fast-paced environments, build strong relationships with diverse teams and stakeholders, and lead projects from concept to execution with clarity and confidence.

### EXPERTISE

I specialize in Brand Strategy, Creative Direction, Graphic Design, UX/UI, Typography, Arabic Calligraphy, Photography, and Visual Communication. My approach blends strategic thinking with attention to detail, creating user-centered solutions that strengthen brands, engage audiences, and support business objectives.

### DESIGN PHILOSOPHY

I believe great design goes beyond aesthetics. It communicates ideas, solves problems, and builds meaningful connections. My purpose is to help organizations express their vision, strengthen their identity, and inspire confidence through thoughtful and professional design.



# MEDHAT ALSHAFEE, CV

## POSITION TITLE

Creative & Design Director  
Brand Strategist | UX/UI Designer

## PERSONAL INFORMATION

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[Linked In](#)

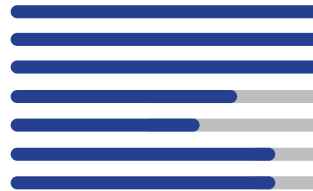
## ACADEMIC EDUCATION

B.A in Arts (English Dept.), 2002,  
Tanta University, Egypt.

## SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Final Cut Pro
- Microsoft office
- Mac Pages
- Mac Keynote

## STRENGTH



## LANGUAGES

- Arabic — Native
- English — Professional Working Proficiency

## SELF STUDIES

- Arabic & English Calligraphy
- Color Theory & Harmony
- Photography
- Brand Naming & Marketing Strategy

## SKILLS / INTERESTS

- Graphic Design • UX/UI Design • Branding
- Typography • Arabic & English Calligraphy
- Photography • Marketing • Copywriting • Creative Strategy • AI Prompting

## CERTIFICATIONS

- The New School, UX UI Diploma, 2024
- MIT's Approach to Design Thinking Diploma, 2018 – 2019
- Creative Solutions for Thinking Differently Graphic Design, SAE Institute Dubai 2018
- Italic Calligraphy with The Master, Calligraphy Art, ing Creative Dubai 2018
- 10 Courses in English Language, British Council, Cairo & Riyadh. 2008
- Yat Professional Diploma in Programming (YPDP), Cairo. 2004
- Yat Professional Diploma in Web Designing (YPDW), Cairo. 2004

Most of the work featured in this section was created during my time at Olayan. While not every project shown was ultimately published, many were developed as part of internal initiatives and creative presentations. The collection includes original concepts, designs that I personally created and executed, as well as projects completed under my creative direction.



## Creative Case Studies

## Olayan Award Creation

Illustrating the employee's journey through a combination of drawings and words on a simple, sustainable trophy to create a lasting and memorable tribute to their life and achievements, marked with the date of that year.

The word "journey," written in Arabic, symbolizes the waves of life, portraying its highs and lows, its peaks and valleys, and the profound depth of the experience.

This is concluded with two words that signify its continuation into the future: "Olayan's slogan."



The Arabic word for «Journey» forms the silhouette of the surrounding mountains, symbolizing the employee's path through years of dedication, growth, and achievement at Olayan.

The trophy was manufactured using compressed palm wood, celebrating Saudi heritage while supporting sustainable material reuse.



Concept | Material | Meaning



### Project Outcome

Designed, produced and launched across three cities, becoming the visual centerpiece of Olayan's Annual Appreciation Awards.

