



## Yamen Ibrahim

Senior Art Director / Creative

My 15+ year design journey has taken me from the UK to Cairo and now Hamburg, constantly shaping how I see the world and approach visual storytelling.

I genuinely love the craft—getting lost in the details to build compelling brand experiences that feel right and truly resonate. It's about creating work with impact, and I'm grateful it's been recognized with over 350+ international awards (like D&AD, Red Dot, Cannes Gold, Clio Grand Prix).

Ultimately, I really enjoy teaming up with brands to create identities that not only look great but connect deeply and achieve something meaningful.

**CURRENTLY BASED**  
HAMBURG, GER

**NATIONALITY**  
EGYPTIAN

**LANGUAGE**  
ARABIC – NATIVE  
ENGLISH – V.GOOD  
GERMAN – A2

**MOBILE**  
(+49) 01575 3679 850

**DATE OF BIRTH**  
24.07.1988

Specializing in Art Direction, Creative Concepting, Brand Identity, Campaign Development, Visual Storytelling, Brand Experience, Digital Art Direction, Idea Generation, Typography, Layout Design, and Graphic Design.

Using Creative Cloud, MS Office & iWork, Blender, Figma, Notion, and a wide range of AI powered tools

## WORK EXPERIENCE

### GREY, Hamburg | Sr. Art Director

Zeekr, Lotto, REVA, Synsodyne, Fressnapf, Imperial Tobacco, Muller.  
[AUG 2023 - PRESENT](#)

### JUNG VON MATT, Hamburg | Art Director

Nivea, BVG, Deichman, Doc Moris, Qatar world Cup, Vauxhall, Fiat.  
[MAR 2022 - JUL 2023](#)

### TAMARA FINTECH, Berlin | Sr. Art Director

Launching and managing the brand through UI and social media.  
[JUN 2021 - FEB 2022](#)

### Serviceplan, Munich | Creative Intern

Freedomgrams, Dot, Aizome, Sono, Kare, Penny, Capri Sun.  
[JAN 2021 - JUN 2021](#)

### Publicis, Milan | Creative Intern

Heineken, Diesel, Cocacola, Barilla, Tampax, Sky.  
[OCT 2020 – DEC 2020](#)

### häppy, Hamburg | Creative Intern - Digital Art Director

Rügenwalder Mühle, CCXP, Miracle Whip, Prinzen Rolle.  
[JUN 2020 - SEP 2020](#)

### TBWA\Raad,Cairo | Sr. Art Director

VISA, Kelloggs, Pirelli, Dominos Pizza, Nissan, Metro Market, Unicef.  
[AUG 2015 – APR 2019](#)

### Purple Dimension, Uk | Sr. Art Director

Create ATL & BTL concepts for international clients.  
[DEC 2012 - JUL 2015](#)

### TBWA\Raad,Cairo | Sr. Graphic Designer

Henkel, VISA, Renault, Nissan and Carrefour.  
[SEP 2011 - SEP 2012](#)

### Brand Kitchen, Cairo | Sr. Graphic Designer

Worked on several Local/Regional clients covering both ATL & BTL.  
[SEP 2009 - AUG 2011](#)

### Vangogh, Cairo | Graphic Designer

Movie premier events, Samsung, Zippo, NBG Bank and Subaru.  
[JAN 2009 - AUG 2009](#)

### STRATEGIES BBDO | Intern Graphic Designer

Being part of the creative team in developing creative concepts.  
[JUN 2008 - OCT 2008](#)

## EDUCATION & QUALIFICATIONS

### Miami Ad School Europe, Hamburg

Art Direction Portfolio Program  
[2019 - 2021](#)

### Google Skillshop Course, Hamburg

Google Ads Video Certification  
[2020](#)

### Art & Design Academy, Egypt

Bachelor of Applied Arts, Major of Graphic Design & ADV.  
[2005 - 2010](#)

## SELECTED AWARDS & HONOURS

The work we created as a team, was recognized with over +350 international awards including, Red Dot Design Gold, Cannes Lion Gold, D&AD Silvers, and Clio Grand Prix.

**ADC GERMANY**

**ADC ANNUAL**

**ADC EUROPE**

**ANDY AWARDS**

**CANNES LIONS**

**CLIO**

**D&AD**

**LIA**

**LOVIE**

**NY FESTIVAL**

**RED DOT**

**ADC ANNUAL**

**ONE SHOW**

**WEBBY**

**EUROBEST**

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## GLOBAL RANKINGS

**2023 – D&AD TOP #100 – Art Director**

**2023 – ACD Europe #3 in Art Director Ranking**

**2023 – ACD Europe – #20 in Creative Ranking**

**2023 – One Club - #36 in Art Director Ranking**

**2021 – Young Ones - #219 Student Awards**

## SELECTED JURY

**2024 – Mad Stars Awards - Preliminary Judge**

**2023 – Mad Stars Awards - Preliminary Judge**

## CONTACT

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