



MOSTAFA SHAFIK

★ VISUAL ARTIST

★ EXPERIENCE

ART DIRECTOR

2025 - Present

Giraffe Solutions 🇸🇦

Lead creative direction across branding, campaigns, production, and spatial touchpoints.

SENIOR GRAPHIC DESIGNER

2023 - 2025

Giraffe Solutions 🇸🇦

Built consistent visual systems for brands across print, social, digital, and real-world applications.

SENIOR GRAPHIC DESIGNER

2021 - 2023

The Blog - UAE 🇦🇪

Created social media content, campaign assets, and brand systems for The Blog and its clients.

GRAPHIC DESIGNER

2020 - 2021

Dolf Technologies / Saudi Arabia 🇸🇦

Designed e-learning content for Ministry of Education, Saudi Payments, Alfouzan Academy, and STC.

FREELANCE GRAPHIC DESIGNER

2019 - 2020

Independent Projects, Studios & Agencies 🇺🇸 🇸🇦 🇩🇪 🇸🇪 🇮🇹 🇪🇬

Collaborated with clients, studios, and agencies on branding, social, print, and digital projects.

★ EDUCATION

BACHELOR'S DEGREE IN ADVERTISING

2016 - 2021

Faculty of Applied Arts

A foundation in visual communication, advertising, and design thinking that continues to inform my approach to building clear, purposeful brand experiences.

CONTINUING EDUCATION

GRAPHIC DESIGN & VISUAL COMMUNICATION

INFORMATION TECHNOLOGY INSTITUTE (ITI)

Hands-on training in visual communication, layout, and production.

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

ADDITIONAL PROFESSIONAL TRAINING



WEB3 UX & DIGITAL WALLETS

Wallet onboarding, transaction flows, and Web3 interfaces.



CREATIVE CONTENT & CONCEPT DEVELOPMENT

Creative concepts, content direction, and campaign narratives.



AI TOOLS FOR DESIGN

AI-assisted ideation, exploration, and image-making.



CUBS ART DIRECTION COURSE

Visual direction for cohesive brands and campaigns.

★ TOOLS

PS PHOTOSHOP

AI ILLUSTRATOR

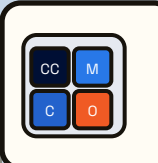
PR PREMIERE PRO

FIGMA

AI AI TOOLS

ID INDESIGN

AE AFTER EFFECTS



★ SKILLS

STRATEGY & DIRECTION

Brand Strategy

Research & Insights

Concept Development

Creative Direction

IDENTITY DESIGN

Visual Identity Systems

Brand Guidelines

Art Direction

BRAND APPLICATIONS

Campaigns & Content

Packaging & Print

Spatial & Environmental Design

Production Supervision