

MUSTAFA MUHAMMED IBRAHIM TAHA

Systemic Identity Architect · Senior Brand Identity Designer

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PROFESSIONAL SUMMARY

Creative and technically versatile Senior Brand Identity Designer and Systemic Identity Architect with 9+ years of professional experience — a craft built and developed in parallel with formal education. Specializes in full-cycle brand identity systems: from brand audits, competitive analysis, and creative briefs through to logo systems, design systems, and the token-based brand guidelines teams actually use — plus the bilingual (Arabic/English) digital infrastructure that carries a brand into product. Co-founder of Code & Canvas creative agency. Proven ability to lead art direction, manage stakeholder relationships, and deliver cohesive visual systems for 20+ local and international clients across pharma, food, education, and government sectors.

CORE SKILLS

Design:

Brand Identity · Visual Systems · Design Tokens · Logo Design · Design Systems · Art Direction · Typography · Layout · Print Production · Packaging Design · Rebranding · Bilingual Brand Guidelines

Strategy:

Brand Audit · Competitive Analysis · Creative Brief · Brand Strategy · Positioning · Stakeholder Management · Client Relations

Software:

Adobe Illustrator · Photoshop · InDesign · Premiere Pro · After Effects · Figma · Blender

Web & Digital:

Next.js · Payload CMS · WordPress (Advanced) · UX/UI Principles · Bilingual RTL/LTR Systems · Digital Media Strategy

Production:

Photography · Videography · Script Writing · Audio Engineering

Business:

Project Management · Team Leadership · Microsoft Office · Google Workspace

PROFESSIONAL EXPERIENCE

Co-Founder & Creative Lead | Code & Canvas — Creative Agency Feb 2024 – Present

- Co-founded a branding and web development agency delivering end-to-end visual identity systems and bilingual digital products for Egyptian SMEs and regional clients.
- Lead all art direction and creative strategy: brand audits, brand strategy, token-based design systems, brand guidelines, UI/UX design, and client presentations — from creative brief to final delivery.
- Manage simultaneous client projects with full stakeholder oversight, maintaining consistent quality and on-time delivery across all accounts.

Media Director & Account Manager | Nile Pharma Food & Food Supplements Nov 2020 – Jul 2025 · Full-time

- Built the company's complete visual identity from zero — logo system, color palette, typography hierarchy, tone of voice, and all layout templates forming a cohesive design system.
- Designed and launched the corporate website on WordPress with full mobile responsiveness and UX optimization, driving a 40% improvement in online visibility.
- Led a full rebranding initiative — brand audit, visual identity overhaul, and design system — resulting in a 25% increase in customer engagement within six months.
- Produced all social media content and coordinated stakeholder alignment across sales, accounting, and warehouse departments.

Senior Brand Identity Designer & Consultant | Self-Employed (Freelance) Jul 2017 – Present · Part-time

- Architected comprehensive visual identity systems and brand guidelines for 20+ local and international clients — conducting brand audits, competitive analysis, and creative briefs at project initiation.
- Managed end-to-end client relationships from initial creative brief through final delivery — acting as sole creative director across all accounts.

- Delivered end-to-end digital marketing assets and professional print collateral (banners, rollups, brochures, packaging).
- Developed bilingual, responsive WordPress and Next.js websites integrated with client brand systems, from concept through launch.
- Delivered professional workshops in Adobe Suite, personal branding, and CV writing for MSP, Youth Scope, and Bedaya.

Lead Camp Designer | Egypt SEG Field Camp (ESFC)

May 2020 – Oct 2020

- Designed the complete visual identity for the camp — logo, color system, social media content, banners, rollups, ID cards, and certificates.

Graphic Design Instructor | Premier Group

Mar 2020 – May 2020

- Delivered intensive design training covering Adobe Photoshop, Illustrator, and InDesign with industry-aligned hands-on projects.

LEADERSHIP & VOLUNTEER EXPERIENCE

Illustrations Team Leader | MSP Tech Club, Al-Azhar University

2019–2020

- Led a team of designers across multiple projects; awarded Best Leader of the Season.

Head of Media Committee | Youth Scope

2019–2021

- Built full visual identity from scratch across two seasons, including brand audit, updated color palette, typography, and layout system.

Volunteer Trainer | MSP · Youth Scope · AYB · Bedaya · Resalah

Nov 2018 – Present

- Delivered workshops in Graphic Design, Marketing, CV & Email Writing, and Leadership Skills across six organizations.

AWARDS & RECOGNITION

- Best Leader of the Season — MSP Tech Club, Illustrations Team (2019–2020)
- Best Head (2 Seasons) — Youth Scope (2019–2020 & 2020–2021)
- Best Member (2 Seasons) — MSP Tech Club, Al-Azhar University (2018–2019)

EDUCATION & TRAINING

Bachelor of Agriculture | Al-Azhar University, Faculty of Agriculture · 2017 – 2024

Grade: Good · Excellent Conduct Certificate

Printing Training — 4Films Design Office · Packaging Technician Trainee — Al Rawdah Factory (Apr 2020)

Certifications: HRM · Time Management · Soft Skills (MSP Tech Club) | Photography Course (Abdelrahman Salah)

ADDITIONAL INFORMATION

Languages: Arabic (Native) · English (Professional Working Proficiency)

Military Status: Completed — Excellent Conduct Certificate

Portfolio: aboalazm.com · behance.net/aboalazm

References: Available upon request