



CONTACT

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MAIL malakossama93@gmail.com
BASE Cairo, Egypt
FOCUS Egypt & Saudi Arabia

ART DIRECTION

- Creative leadership & team mentoring
- Campaign strategy & concept development
- Commercial photoshoot art direction
- Key visuals & visual storytelling
- Brand identity systems
- Pitch & presentation design

DESIGN CRAFT

- Event & environmental branding
- Packaging design
- Social media campaigns & toolkits
- Motion graphics
- Print & large-format production

TOOLBOX

Photoshop Illustrator
InDesign Premiere Pro
Procreate Canva CapCut

INDUSTRIES

FMCG Healthcare F&B
Retail Baby Care Lifestyle
Events Hospitality

EDUCATION

Bachelor of Interior Architecture
Faculty of Fine Arts,
Alexandria University

LANGUAGES

Arabic Native
English Fluent

Malak Ossama

ART DIRECTOR

Senior Graphic Designer · Creative Lead · 9+ years across the Egyptian & Saudi markets

Art director and creative lead who solves business problems through creative thinking rather than polished visuals alone. Over nine years developing integrated campaigns, brand identities and immersive brand experiences: leading creative direction, art directing commercial photoshoots, mentoring design teams, and translating business strategy into cohesive visual systems across digital, print, packaging, events and social.

01 EXPERIENCE

- **Rahet Bally · Senior Graphic Designer** Nov 2024 – Present
Social Media Design Team Lead at MENA's leading FemTech & motherhood support platform
 - Lead integrated campaigns across digital, print, events and branded experiences
 - Own creative direction of all social media visuals; create campaign concepts, key visuals and client pitch presentations
 - Art direct commercial photoshoots for clients including Novo Nordisk and IVF awareness campaigns, plus events, activations, stage branding and environmental graphics
 - Collaborate with marketing, content and product teams to evolve the brand identity
- **Cleverness Agency · Senior Graphic Designer** Jul – Nov 2024
Design Team Lead at a creative agency serving Egypt & Saudi Arabia
 - Led integrated campaigns from creative concept through key visuals and pitch presentations
 - Managed and mentored a mid-level and a junior designer, providing creative direction and quality reviews
- **Aya Atta Interiors · Senior Graphic Designer** Oct 2022 – Jun 2024
Interior design studio, content & social creative
 - Led social media visual communication across campaigns, reels and a consistent brand presence
- **Aspire Agency · Mid-Level Graphic Designer** Jun 2022 – Oct 2022
 - Designed campaigns, branding materials and social media content across the agency's client roster
- **Emporia Agency · Mid-Level Graphic Designer** Jun 2020 – Jun 2022
 - Delivered integrated campaigns while maintaining creative quality across client accounts; mentored a junior designer and a design intern
- **Independent Brand & Campaign Designer** Jun 2017 – Present
 - Develop brand identities, packaging, campaign assets and guidelines for businesses including Better Bee Coffee, Acoustic Deli & Bakery, M'avo Coffee and Zahran Market

Earlier design roles: Basilico, Graphic Designer (2019 – 20) · Smart Marketing Solutions, Graphic Designer (2018 – 19) · Mahaly, Graphic Designer & Social Media Specialist (2017)

02 FEATURED CAMPAIGN

CREATIVE DIRECTION · EVENT BRANDING

GROW · **في حب نفسي** "In Love With Myself"

Large-scale wellness & self-care event for Rahet Bally

Owned the event's creative direction from strategy to execution, translating an emotional message of self-love into a full visual identity, key visual, stage and environmental graphics, booth branding, activations and social creatives before, during and after the event. The dopamine-bright direction carried across every attendee touchpoint to create one immersive branded experience.

SELECTED BRANDS & PROJECTS

RichBake · Mustela · Novo Nordisk · SWVL · Vitamount · Rahet Bally ·
Zahran Market · Better Bee Coffee · M'avo · Acoustic Deli