

# Mohamed Elashwah

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## Summary

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Strategic Creative Director and Senior Graphic Designer with 6+ years of experience specializing in full-scale advertising campaigns, brand identity systems, and visual art direction. Co-founded Clexia Agency, steering visual marketing strategies for retail, corporate, and tech brands across Egypt and the Arab Gulf markets. MCIT-certified Technology Ambassador, National Training Academy alumnus, and National Defense College strategic leadership course graduate.

## Experience

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### Clexia Digital Marketing Agency

Co-Founder & Creative Director

2024 – Present

Egypt & KSA (Remote)

Co-founded Clexia Agency, directing visual marketing strategies, digital content production, and commercial advertising campaigns.

- Supervised a team of graphic designers, copywriters, and media specialists to launch 10+ social media accounts, increasing organic client reach by 120%.
- Designed and implemented creative directions for retail, health, and corporate accounts, driving conversion rates by 25% through high-impact advertising designs.

### Wajhat Al-Riyada Commercial Company

Senior Graphic Designer

2025 – 2026

Egypt & Saudi Arabia (Remote)

- Engineered localized brand identities, advertising systems, and creative campaigns for regional expansion across KSA and Egypt.
- Directed visual guidelines for commercial client campaigns, improving target audience engagement rate by 35% through targeted Saudi market visual strategies.

### Sky Host for Digital Solutions

Graphic Designer

2025 – 2026

Egypt & KSA (Remote)

- Designed digital branding assets, web interface visual components, and corporate graphics for tech-oriented platforms.
- Standardized design systems and brand design guidelines for SaaS products, ensuring visual consistency across web and mobile platforms.

### IPA Academy

Learning Roadmap Designer & Visual Artist

2024 – 2025

Egypt (Remote)

- Designed interactive educational roadmaps, technical infographics, and complex visual guides for the developer community, helping 5000+ tech students visualize coding pathways.

### Freelance Projects

Freelance Graphic Designer

2019 – Present

Egypt & Arab Gulf

- Shipped 50+ commercial design projects, food branding layouts (such as Annab Restaurants and Forn & Falafel), and corporate guidelines, establishing a robust creative reputation.

## Education

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### Faculty of Al-Alsun, Kafr El-Sheikh University

Bachelor of Spanish & English Translation (Special Program)

2021 – 2025

Kafr El-Sheikh, Egypt

- Graduated with a focus on specialized translation, integrating linguistics and cultural storytelling with brand strategy and visual graphic communication.

### Nasser Military Academy (National Defense College)

Strategic & National Security Course (No. 114) Graduate

2024

NDC, Cairo, Egypt

- Studied strategic planning, national security principles, geopolitical dynamics, and crisis management under senior defense advisors.

### National Training Academy (NTA)

Presidential Initiative 'I Am Also Responsible' Graduate

2024

NTA Headquarters, Cairo

- Completed intensive leadership development training on public governance, administrative ethics, and community responsibility.

Leadership & Volunteer Experience

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| <b>Al-Alsun Student Union</b><br><i>Student Union President</i>                                                                                                                                                                                                                                                                                              | 2023 – 2025<br><i>Kafr El-Sheikh, Egypt</i>    |
| <ul style="list-style-type: none"><li>Elected President of the Student Union, representing Kafr El-Sheikh University’s student body and leading student executive planning committees.</li></ul>                                                                                                                                                             |                                                |
| <b>IEEE Kafr El Sheikh Student Branch (IEEE-KSB)</b><br><i>Student Branch Mentor (Previously: Vice Chairman   Head of Graphics)</i>                                                                                                                                                                                                                          | 2022 – Present<br><i>Kafr El-Sheikh, Egypt</i> |
| <ul style="list-style-type: none"><li>Currently advising the new executive committee, mentoring student leaders, and guiding visual/creative strategies (2025–2026).</li><li>Served as Managerial Vice Chairman (2024) and Head of Graphics (2024), supervising visual identities and branding for technical bootcamps, workshops, and hackathons.</li></ul> |                                                |
| <b>Tahya Misr Student Union</b><br><i>Director of Media Office</i>                                                                                                                                                                                                                                                                                           | 2024<br><i>Kafr El-Sheikh, Egypt</i>           |
| <ul style="list-style-type: none"><li>Managed the media office, handled press relations, designed public affairs visuals, and covered regional development forums.</li></ul>                                                                                                                                                                                 |                                                |

Training & Honors

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|-----------------------------------------------------------------------------------------------|-------------|
| <b>Technology Ambassador   Ministry of Communications &amp; Information Technology (MCIT)</b> | 2024        |
| <b>Graphic Design Diploma   Digital Egypt Pioneers Initiative (DEPI) - MCIT</b>               | 2023 – 2024 |
| <b>Social Media Strategy in Entrepreneurship   Leadership Preparation Institute, Helwan</b>   | 2023        |
| <b>3rd Place Nationwide Winner   Egyptian Universities Parliament Debate (Mansoura)</b>       | 2024        |

Technical Skills

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|-----------------------|-----------------------------------------------------------------------------------------------|
| <b>Creative Tools</b> | : Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, Midjourney, DALL-E               |
| <b>Core Expertise</b> | : Brand Identity Design, Social Media Design, Advertising Campaign Design, Art Direction      |
| <b>Visual Methods</b> | : Typography, Color Theory, Layout Grid Systems, Vector Graphics, Infographics, Print Systems |
| <b>Linguistics</b>    | : English (Professional), Spanish (Translation/Conversational), Arabic (Native)               |
| <b>Leadership</b>     | : Creative Direction, Team Management, Public Relations, Strategic Planning, Public Speaking  |