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AND ENJOY

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SHANAB**
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DIRECTOR

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MARKETING
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Quality creativity
You can rely on

True tales from the creative front.
Discover how I help clients untangle
complex problems and simplify their
creative work through a purposeful,
intentional process.

CREATIVE DIRECTOR

Portfolio

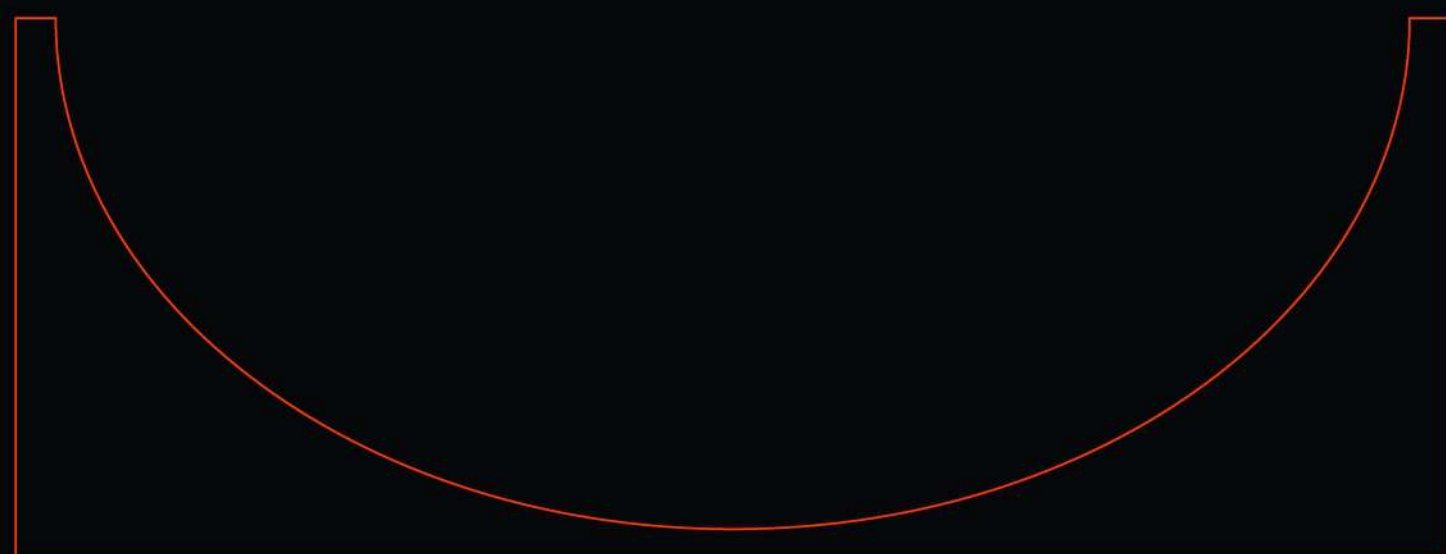


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Here is a minimal showcase about my background and skills that can modify your thoughts accordingly to a phone call not narcissist but i am aware of myself :)

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Let's dive in
shall we ?



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Mohammed Ayman M.S. Abushanab
1992, OCT. 20
Jordanian

+965 6552 7166
mamsas.ge@gmail.com

My career is defined by a relentless drive to bridge the gap between creative artistry and strategic business growth. Starting as a Senior Designer in 2012, I have spent over a decade evolving from a hands-on creator into a high-level strategist and executive leader.

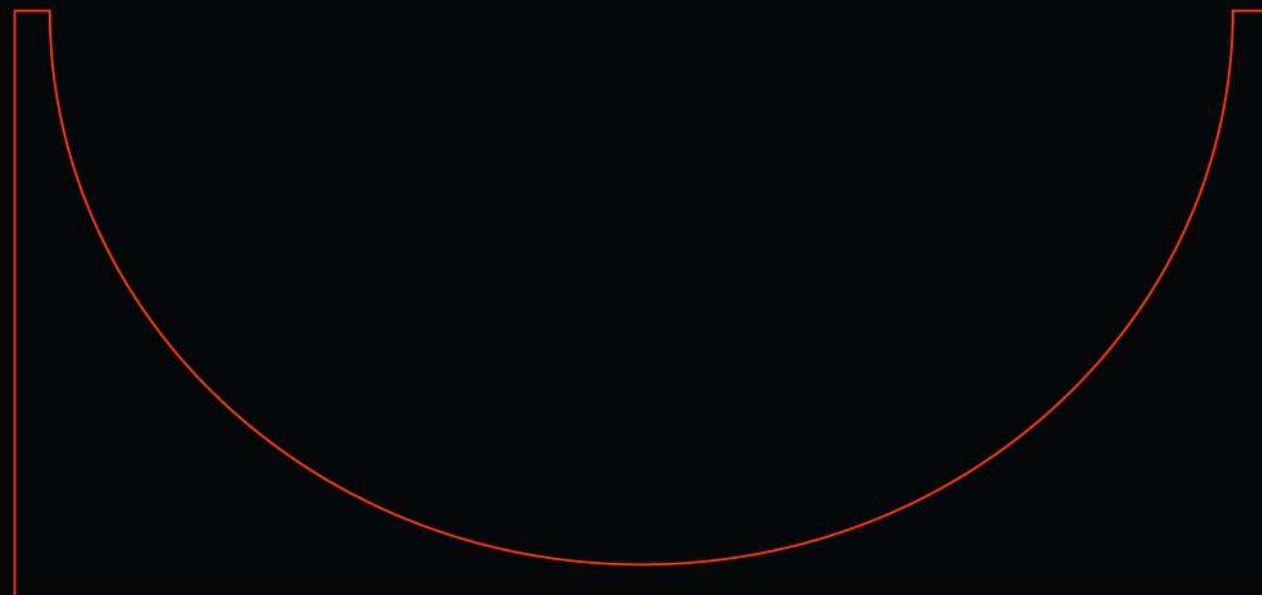
My journey has taken me through diverse roles, from Art Direction and Marketing Consulting to serving as a CEO and Direct Director.

BASIC INFO



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As an **ENTP** "Innovator" personality type, I thrive on exploring unorthodox solutions and challenging the status quo. Whether I am leading a franchise creation, managing PR for a major NGO, or consulting for regional agencies, my focus remains the same: delivering excellence through ethical leadership, team collaboration, and a deep understanding of customer needs. I don't just build brands; I develop sustainable creative ecosystems that drive results



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Core Professional Highlights

1 Executive & Strategic Leadership

- Recent Leadership: Currently serving as the Marketing Director / Levant Consultant for Click IMS Group (Oct 2023–Present).
- Executive Experience: Former CEO and Direct Director at Vigor Holding Group, overseeing comprehensive business operations (2022–2023).
- Diverse Industry Impact: Proven track record in sectors ranging from NGOs (Tkiyet Um Ali) to digital agencies and franchise groups.

2 Specialized Creative Expertise

- **Brand Architect:** Expert in Brand Identity Design and Concept Development.
- **Strategic Marketing:** Deep experience in Creative Consulting and Marketing Management.
- **Visual Mastery:** Proficient in the Adobe Creative Suite and ideas visualisation.

4 Education & Languages

- **Educational Foundation:** Holds a Higher Diploma in Graphic Design and specialized training in Communications Advertising & Art Direction
- **Multilingual:** Native Arabic speaker with Fluent English proficiency.

3 Professional Qualifications & Soft Skills

- **Adaptability:** A quick learner who is highly flexible and adaptable to changing market environments.
- **Communication:** Possesses excellent interpersonal skills, with a focus on building trust and respect among team members.
- **Efficiency:** Highly capable of working under tight schedules and meeting strict deadlines with accurate service delivery.



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+14
Years
of experience



<u>TITLE</u>	<u>COMPANY</u>	<u>DURATION</u>
Senior Designer	Sara Printing House	Jun 2012 Oct 2013
Senior Designer	Maani Alkheir / Madakhel	Jun 2013 Oct 2014
Art Director Intern	IMC Digital	Oct 2014 Feb 2015
Art Director / Consultant	Gymranger	Feb 2015 Oct 2015
Pr & Communication Section Head	Tkiyet Um Ali "NGO"	Feb 2015 Feb 2017
Creative Director / Franchise Creator	Mobiab Group	Feb 2017 Feb 2018
Creative Director / Consultant	Sudace Agency	Feb 2018 Dec 2018
Creative Director / Consultant	Sector D	Oct 2019 Mar 2020
Marketing Director / Consultant	SS Group	Jun 2019 Mar 2020
Marketing Director / Levant Consultant	Leoden Levant Agency	Jan 2021 Nov 2021
CEO / Direct Director	Vigor Holding Group	April 2022 Oct 2023
Marketing Director / Levant Consultant	Click IMS Group	Oct 2023 Now

timeline





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MAJOR CLIENTS





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تاريخ تقرأه الأجيال



المؤسسة القطرية للإعلام
QATAR MEDIA CORPORATION

GTRC
GULF TRADING & REFRIGERATING CO.
شركة الخليج للتجارة والتبريد

دسمان
D A S M A N
SINCE 2004

الروصتين
AlRawdatain

MŌJ
موج



TKIYET UM ALI
FOOD FOR LIFE



وزارة التجارة والصناعة
Ministry of Commerce & Industry
State of Kuwait | دولة الكويت

كليكركز
clickers

VAVA
ICE CREAM

the
La Maison™
KUWAIT
كويت
No.07 1992 Patriot

مركز العمل التطوعي
Voluntary Work Center

ALGAS

MD
M D DESIGN

AOU
الجامعة العربية المفتوحة
Arab Open University

RECOVER®

البوم
ALBOUM
1950

LARI
SAN
GENERAL TRADING

HONOR

فله

FOUR SEASONS

SaduOrigin®

ون بيكري
ONE BAKERY

STUD*TRIBE
ستد ترايب



Lorian
FRAGRANCES

MAYAR
LEBANES & ARMENIAN
RESTAURANT

POSH
INTERIOR DESIGN & EXECUTION

meemterra
BEAUTY BAR

B'O'B
BODY BOUTIQUE

رمزي آندكو
RAMZI&CO
TRINKETS ♦ JEWELRY

The
Pablō
Wolasses



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LOGO FOLIO





The collage features a variety of logos, including:

- DASMAN**: دسمان SINCE 2004
- ALBOUM**: البوم 1950
- LARI SAN**: GENERAL TRADING
- The Pablo Molasses**
- RAMZI & CO**: RAMZI&CO TRINKETS ♦ JEWELRY
- VAVA**: ICE CREAM
- La Maison KUWAIT**: الكويت No.07 892 Patriot
- GTRC**: GULF TRADING & REFRIGERATING CO. شركة الخليج للتجارة والتبريد
- قوله**
- POSH**: INTERIOR DESIGN & EXECUTION
- ازبيري**
- STUD*TRIBE**: ستر ترايب
- clickers**: كليكرز
- SaduOrigin®**
- RECOVER®**
- Mary**: 1996 HANDMADE ABAYAS
- INIB**: مصرف نور العراق الإسلامي IRAQ NOOR ISLAMIC BANK
- Abdeen Glass Industries**: عابدين للصناعات الزجاجية Since 1990 منذ
- SADU CAN®**: سادو كان
- قهوتنا وبس**
- ZENITH**: FOR ALL ATHLETES
- dief**
- RIZIK**: رزق
- VRS**
- VIGOR**
- FIRDAOUS Collective**: فردوس
- أوجي**
- CRISPY**
- SHAGHAF BY JAOW**: شخف بای جو
- KAS + ALASEEL**: الأصمیل SINCE 2025
- Beypars**: بیپرس Not a Convntional Marketing Agency
- GRAPHICNATION**: UNORTHODOX
- LET'S DEEP**
- Vofsr**
- fears&beans**
- AUTOTECH INTERNATIONAL**
- ALTERNATIVE**
- APP\$ENSE.**
- الخبز الجيد**



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CRATIC HULO
INTERIOR



سهلي * **sahilly**

Cermonty
TO THE LAST DETAIL



the **TRINCO** cheese



AHHVO



SECTOR.D



KETO HUB





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SHOWCASE SHOWCASE SHOWCASE

PROJECTS

KAS ♦ ALASEEL

SINCE
2025



THE ART OF THE AUTHENTIC CUT: BRANDING KAS ALASEEL

BRANDING A CULINARY LANDMARK IS MORE THAN JUST PICKING A COLOR PALETTE AND A FONT; IT IS ABOUT DISTILLING A SENSORY EXPERIENCE INTO A VISUAL AND STRATEGIC LANGUAGE. FOR KAS ALASEEL, AN IRAQI-STYLE SHAWARMA CONCEPT, THE CHALLENGE LAY IN HONORING A RICH, SPECIFIC REGIONAL HERITAGE WHILE ENSURING THE BRAND FELT FRESH AND COMPETITIVE IN A CROWDED FAST-CASUAL MARKET.

PROVIDING A "FULL BRANDING SERVICE" FOR KAS ALASEEL MEANT ACTING AS BOTH A HISTORIAN AND A FUTURIST. HERE IS AN EXPLORATION OF THE STRATEGIC LAYERS AND CREATIVE SERVICES DELIVERED TO BRING THIS IRAQI GEM TO LIFE.

KAS ♦ ALASEEL

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2025



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VISUAL IDENTITY: HERITAGE MEETS MODERNITY

THE VISUAL IDENTITY SERVED AS THE BRIDGE BETWEEN THE DUSTY, NOSTALGIC STREETS OF BAGHDAD AND THE CLEAN AESTHETICS OF MODERN DINING.

THE LOGO: WE DESIGNED A MARK THAT BALANCES FLUID ARABIC CALLIGRAPHY WITH STRUCTURED GEOMETRY. THE "KAS" (THE CUT) WAS INTEGRATED VISUALLY TO SUGGEST THE MOTION OF THE CARVING KNIFE—THE HEART OF THE SHAWARMA CRAFT.

COLOR PALETTE: INSTEAD OF THE CLICHÉ RED-AND-YELLOW "FAST FOOD" SCHEME, WE OPTED FOR A SOPHISTICATED PALETTE:

DEEP SAFFRON & TURMERIC: REPRESENTING THE SPICES AND AMBA.

CHARCOAL & STONE: NODDING TO THE TRADITIONAL GRILLING METHODS.

COPPER ACCENTS: INSPIRED BY TRADITIONAL IRAQI METALWORK.





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VIBRANT VITALITY: THE GLOBAL BRAND IDENTITY OF AZBERRY

BRANDING AN INTERNATIONAL FRANCHISE LIKE AZBERRY REQUIRES A DELICATE BALANCE BETWEEN UNIVERSAL APPEAL AND LOCAL RESONANCE. AS A JUICE BAR POSITIONED FOR THE GLOBAL STAGE, THE IDENTITY NEEDED TO COMMUNICATE FRESHNESS, ENERGY, AND A PREMIUM NATURAL EXPERIENCE. THE RESULTING "FULL BRANDING SERVICE" TRANSFORMED A CONCEPT INTO A SCALABLE, HIGH-ENERGY VISUAL SYSTEM THAT CENTERS ON TYPOGRAPHY AND .THE KALEIDOSCOPIC COLORS OF NATURE



THE COLOR PHILOSOPHY: NATURE'S SPECTRUM

AZBERRY'S VISUAL IMPACT IS DRIVEN BY A PALLETTE DERIVED DIRECTLY FROM THE FRUIT IT SERVES. INSTEAD OF A SINGLE BRAND COLOR, WE DEVELOPED A DYNAMIC COLOR SYSTEM THAT ALLOWS THE BRAND TO ADAPT TO DIFFERENT SEASONAL OFFERINGS.



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ازبيري

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AZBERRY



ORDER NOW!!!!

Mockups can help you be more efficient and creative. They allow you to show parts of your design in a way that makes it easy for others to understand how your project will look like. Mockups can help you be more efficient and creative. They allow you to show parts of your design in a way that makes it easy for others to understand how your project will look like.

TASTEBUDS LOVER

JUICES AND MILKSHAKES



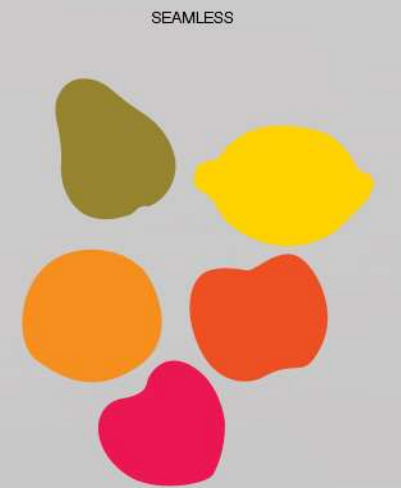
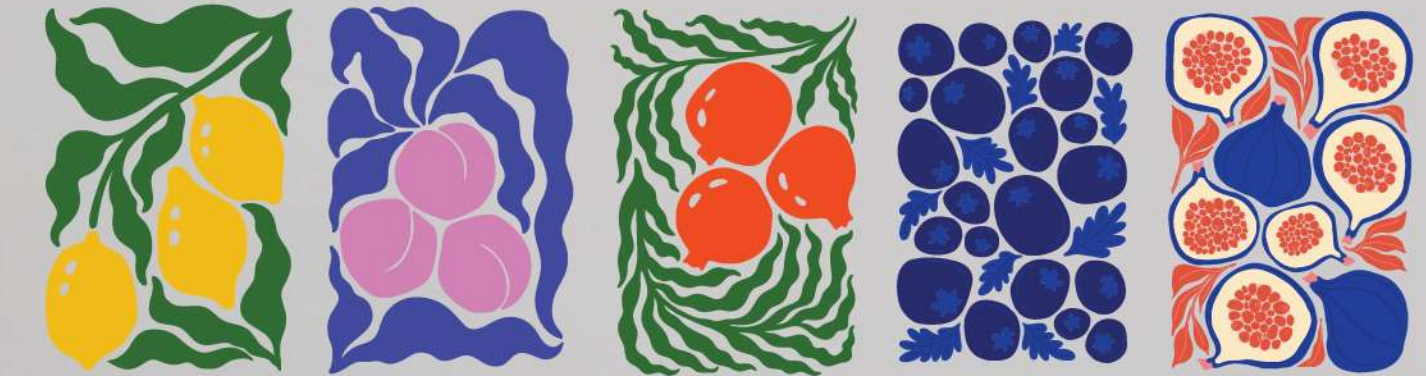


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Assisted Graphics: Geometry in Fruit

To support the typographic logo, a series of assisted graphics were developed. Rather than using literal photography, we created stylized shapes that represent the essence of the fruit.

Abstracted Shapes: Using geometric principles, fruits like oranges, berries, and pineapples were distilled into minimalist silhouettes. These shapes act as secondary brand elements, used for "wallpaper" patterns on packaging and wall decals in-store.

The Golden Ratio Application: To ensure these shapes felt "right" to the eye, we utilized the Golden Ratio in their construction. This gives the fruit graphics a sense of natural perfection and structural integrity, preventing them from looking like generic clip-art.

Layering and Transparency: By overlapping these colorful shapes, we created a sense of "blending"—a visual metaphor for the smoothies and juices being prepared.



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THE CORE IDENTITY: "TITI" AND THE POWER OF THE FACE

IN BRANDING, A CHARACTER-BASED LOGO CREATES AN IMMEDIATE EMOTIONAL CONNECTION. THE NAME TITI—A TERM OF ENDEARMENT FOR A "SMALL CHICKEN"—OFFERED A UNIQUE OPPORTUNITY TO BUILD A BRAND THAT FEELS APPROACHABLE AND NOSTALGIC.

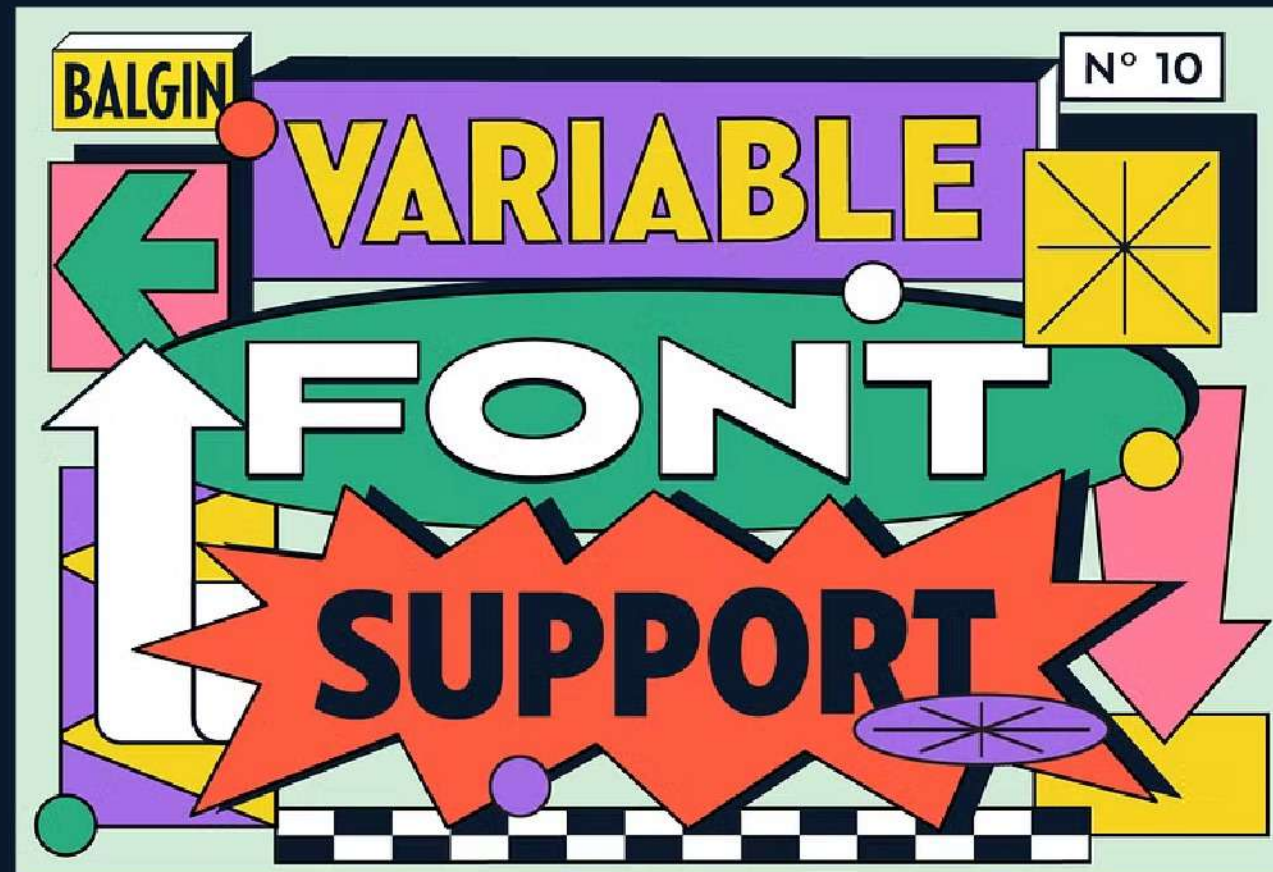
THE LOGO DESIGN: THE LOGO WAS DEVELOPED AS A STYLIZED, MINIMALIST CHICKEN FACE. BY FOCUSING ON THE FACE, WE CREATED A "MASCOT-MARK" THAT IS INSTANTLY RECOGNIZABLE FROM A DISTANCE—A CRUCIAL REQUIREMENT FOR DRIVE-THRUS AND HIGH-STREET SIGNAGE.

GEOMETRIC PRECISION: TO ENSURE THE LOGO REMAINED SOPHISTICATED FOR AN INTERNATIONAL MARKET, THE FEATURES OF THE CHICKEN FACE WERE CONSTRUCTED USING PRECISE GEOMETRIC CIRCLES AND ARCS. THIS GIVES THE BRAND A "GOLDEN RATIO" HARMONY, ENSURING IT LOOKS AS BALANCED ON A TINY SAUCE PACKET AS IT DOES ON A MASSIVE BILLBOARD.



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**LET'S
CRISP**
القرمشة
على أصولها
LET'S CRISP



Display
Extra Bold

Bold

Text Regular

Text Bold

Tom Jobim

Brazilian songwriter, composer, arranger, singer, pianist, and guitarist. Also known simply as Tom Jobim. Jobim was inducted into the Songwriters Hall of Fame in 1991.

In 1965 his album Getz/Gilberto was the first jazz album to win the Grammy Award for Album of the Year. It also won for Best Jazz Instrumental Album - Individual or Group and for Best Engineered Album, Non-Classical. The album's single "Garota de Ipanema" ("The Girl from Ipanema"), one of the most recorded songs of all time, won the Record of the Year. Jobim has left many songs that are now included in jazz and pop standard repertoires. The song "Garota de Ipanema" has been recorded over 240 times by other artists. His 1967 album with Frank Sinatra, Francis Albert Sinatra & Antonio Carlos Jobim, was nominated for Album of the Year in 1968.

Antônio Carlos Jobim was born in the middle-class district of Tijuca in Rio de Janeiro. His father, Jorge de Oliveira Jobim (São Gabriel, Rio Grande do Sul, April 23, 1889 - July 19, 1935), was a writer, diplomat, professor and journalist. He came from a prominent family, being the great nephew of José Martins da Cruz Jobim, senator, privy councillor and physician of Emperor Dom Pedro II. While studying medicine in Europe, José Martins added Jobim to his last name, paying homage to the village where his family came from in Portugal, the parish of Santa Cruz de Jovim, Porto. His mother, Nilza Brasileiro de Almeida (c. 1910 - November 17, 1989), was of indigenous Brazilian descent from Northeastern Brazil.

**Antônio Carlos Brasileiro de Almeida Jobim
(January 25, 1927 - December 8, 1994)**



C: 0
M: 81
Y: 62
K: 0



C: 0
M: 4
Y: 10
K: 0



C: 69
M: 10
Y: 85
K: 0



C: 4
M: 35
Y: 96
K: 0

Conclusion: A Small Chicken with a Global Reach

Crispy Titi is a testament to how traditional street food can be elevated through professional design. By taking the concept of the "Titi" (the small chicken) and giving it a bold, geometric face and a vibrant, high-contrast palette, we created a brand that feels both established and fresh. It is an identity built to scale, moving the Iraqi broasted tradition from a local secret to an international franchise icon.

With such a vibrant four-color palette, how did you manage the "Black" element to ensure it provided enough contrast without making the playful "Titi" face look too aggressive?





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رمزی آند کو
RAMZI&CO®
TRINKETS ♦♦ JEWELRY

The Alchemy of Heritage: Branding Ramzi & Co. Jewelry

Branding a luxury artisan is an exercise in "visual quietude." For Ramzi & Co., a jeweler whose work bridges Middle Eastern heritage with international handcraft, the branding service had to do more than just sell a product—it had to codify a legacy. When a brand scales from a single workshop to multiple global boutiques, the identity must act as a "hallmark" of quality, ensuring that a piece bought in London carries the same soul as one crafted in the artisan's original studio.

Providing a full branding service for an artisan of this caliber required a deep dive into the philosophy of "The Master Maker." Here is an exploration of the strategic and creative layers delivered for Ramzi & Co.

Visual Identity: The Mark of Craft

In the world of high jewelry, the logo is often more than a sign; it is a physical stamp impressed into precious metals.

The Logotype: We created a bilingual wordmark where the Arabic and English scripts are intertwined with seamless elegance. The typography leans toward a refined minimalism, ensuring that the brand name never distracts from the intricate details of the jewelry itself.

The Emblem/Hallmark: We designed a secondary "Maker's Mark"—a compact icon derived from the artisan's initials or a stylized Middle Eastern motif. This was developed specifically to be laser-engraved or stamped into the interior of rings and the clasps of necklaces, acting as a permanent signature of authenticity.

The Golden Ratio: To reflect the "fine execution" of the jewelry, all visual elements were constructed using the Golden Ratio. This mathematical harmony ensures that the branding feels as balanced and "engineered" as the handcrafted pieces.

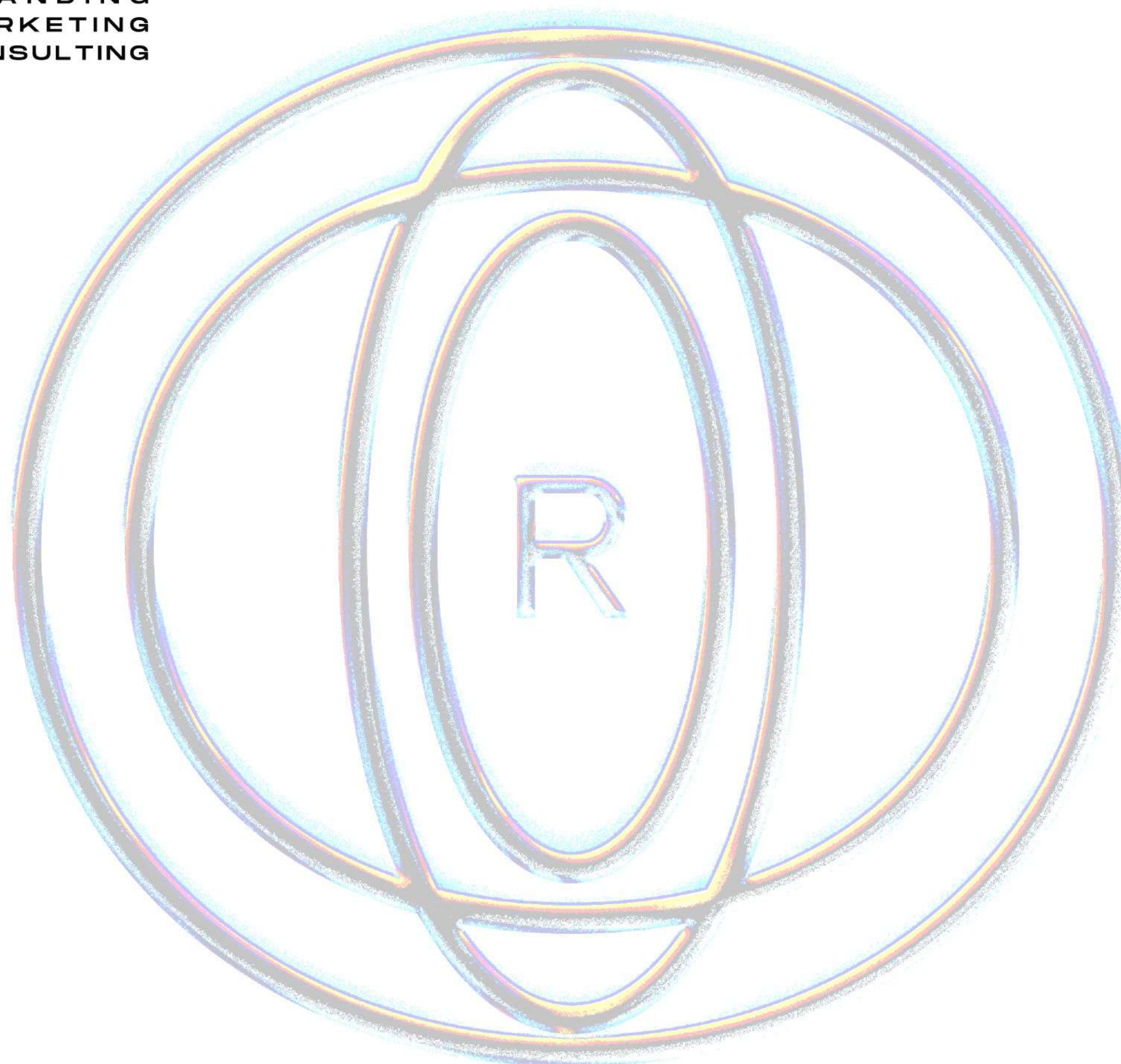
رمزی آند کو

RAMZI&CO

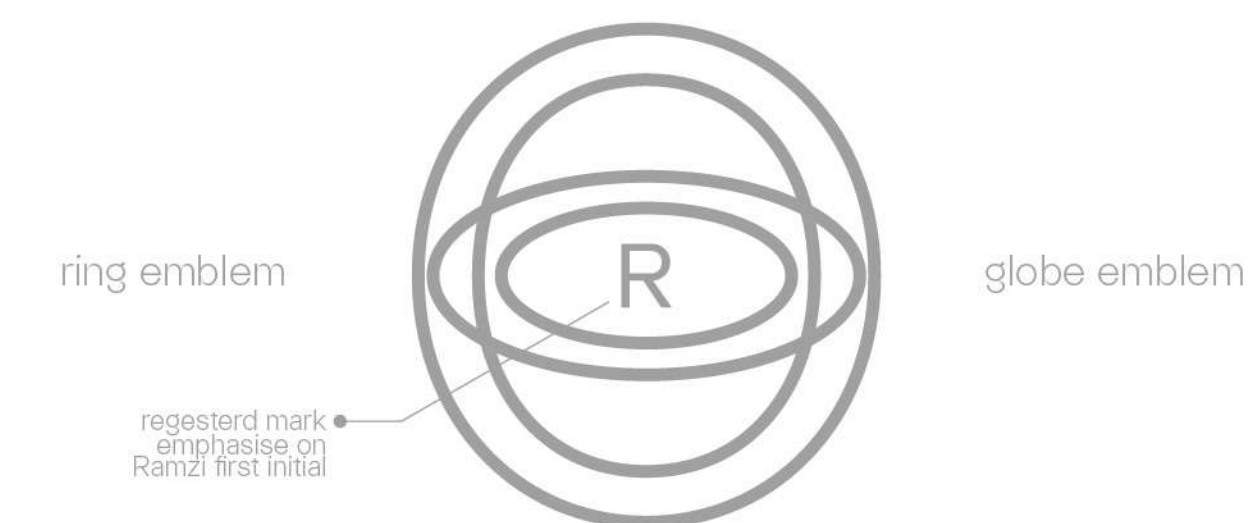
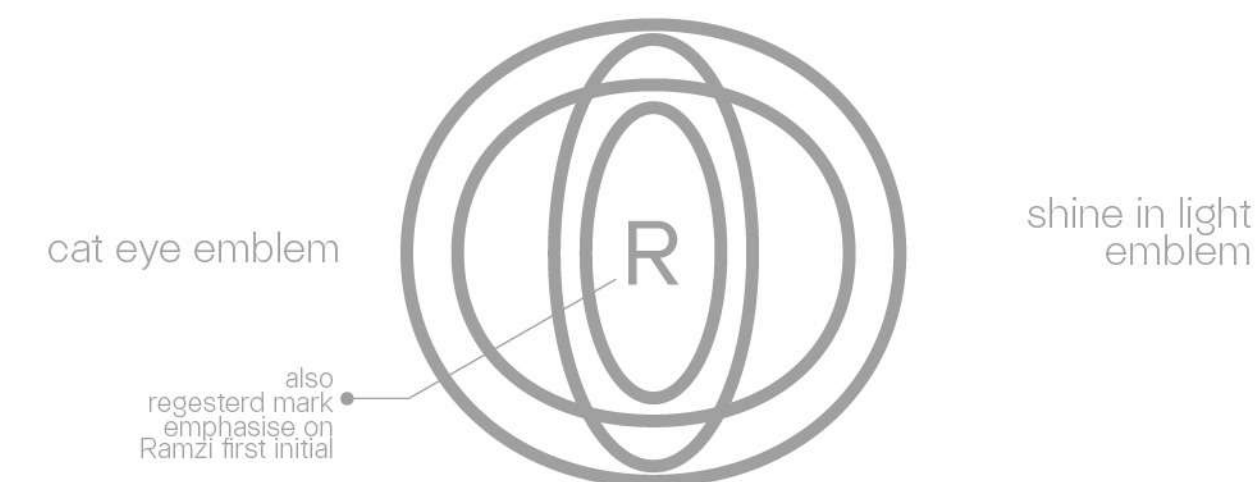


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TRINKETS JEWELRY



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meemterra
BEAUTY BAR

The Architecture of Clean Beauty: Redefining Meemterra

In the rapidly evolving landscape of the global wellness industry, branding a "clean beauty" entity requires a sophisticated blend of scientific credibility and sensory allure. For Meemterra Beauty Bar, an international and GCC-based powerhouse specializing in holistic skin and hair treatments, the branding challenge was twofold: maintaining its reputation as a "fully healthy" sanctuary while scaling its visual language to dominate both regional and global markets.

Providing a comprehensive branding service for Meemterra meant moving beyond mere aesthetics; it required an "intentional design" strategy that transformed packaging into a high-performance vehicle for sales and market positioning.

Ξ NEW ERA

Packaging Innovation: Engineering for the Customer Basis
To ensure the brand could "cover a lot of customer basis," the new packaging and bottle designs were engineered to be both inclusive and aspirational. We moved away from a "one-size-fits-all" approach to create a hierarchy of design that speaks to different customer segments.

Ergonomics and Materiality: The bottle designs were reimagined with a focus on "Tactile Trust." We utilized soft-touch finishes and weighted glass to convey premium quality, ensuring the product feels as good in the hand as it looks on the shelf.

The "Clean" Aesthetic: We employed a "Visual Clarity" system. The labels use generous white space and structured typography to make ingredient lists and benefits easy to read—a mechanical necessity for a brand built on health and transparency.

Scalability: The design system was created to be modular. Whether it is a professional-grade hair serum or a retail skin mist, the "Visual DNA" remains consistent, allowing for easy product line expansion without diluting the brand.



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that's a wrap

other projects upon request





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MERCI
GRAZIE