

Amr Abu-Taleb

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Creative Director

Creative director with **13 years** across brand, campaigns and digital products, leading teams of up to **25** in **8 markets**. I trained in calligraphy and typography, and I still judge the work at that level of detail. I have hired more than **50** people, and some now lead teams of their own.

Cairo · Remote-ready via contractor/EOR · Relocating to Europe · 30 days' notice

Skills

Creative Direction
Brand Strategy & Positioning
Identity Systems
Art Direction
Campaign Concepts
Product & UX Direction
Design Systems
Team Building & Hiring
Creative Reviews & Standards
Arabic & English Typography
AI-assisted Prototyping
Working with CEOs & Founders

Languages

English, C2 (fluent)
Arabic, native

Certification

Google UX Design Professional
Certificate
Google, 2022

Experience

Jan 2026 – Present Creative Director, Osira FZE

Contract · Sharjah, UAE (remote from Cairo)

UAE software company selling a portfolio of products to customers worldwide. I lead creative and product for every launch.

- Lead a team of **25** across design, product, video and customer support. Every release is reviewed against one design system and one standard.
- Set the creative direction for every launch, from the product to the campaign.
- Brought AI-assisted builds into the process. An idea now goes from brief to a live staging build in days, not sprints.
- Connected customer support to the studio. Each release now fixes what customers raised in the last one.

Jul 2025 – Dec 2025 Creative Director, The Line Real Estate

Cairo, Egypt

Real estate company selling to high-value property buyers. I led its brand and marketing.

- Repositioned the brand for high-value buyers and led the rebrand. Client engagement rose **57%**.
- Built the identity system from scratch, with guidelines and an asset library the whole company works from.
- Led the in-house brand and marketing team of **11**.

Dec 2024 – Jun 2025 Creative Director, Overpowered

London, UK (remote from Cairo)

Creative and digital agency with clients in the UK, UAE, Egypt and the EU. I worked directly with the CEO.

- Built the creative team from **6** to about **25** in seven months. Two art directors ran the work, a hiring test set the bar and daily reviews held the standard.
- Focused the agency with the CEO on small and mid-sized businesses, where its reach and case studies were strongest, and set up OP Labs for product clients.
- Directed the new identity and the immersive website direction. The agency used the identity for about a year.
- Moved a marble brand's campaigns from consumers to the architects who specify it. Social engagement rose **70%**.
- Turned SPLT's shop brief into a fitness platform built around its trainers. Led UX for one app and three dashboards across **330+** screens.

Industries

Real Estate
Luxury & Premium
Technology & SaaS
Financial Services
Health & Fitness
Travel
Publishing
Art & Education

Markets

Egypt
Saudi Arabia
UAE
United Kingdom & EU
United States
Canada
Australia
Singapore

Tools

Figma & FigJam
Adobe Creative Suite
Premiere Pro
Cursor & Next.js
Webflow, Framer, WordPress
Generative AI for image,
video and voice
Google Analytics

Dec 2022 – Jun 2023 Senior Product Designer, TapTools

USA (remote)

Token and NFT analytics platform with a product and engineering team of about ten.

- Research showed users stalling in the core flows. I redesigned them around one rule, that the number people came for reads first.
- Took the redesign from early layouts to production. The new homepage and chart went live in January 2023.
- User-reported issues fell **23%** within 60 days of launch.

2020 – Present Creative Director & Brand Consultant, Independent

Clients in the USA, Australia, Singapore and the Middle East

- Led the product for Bay Area Trips, a US travel platform, from idea to a live website and app with a build team of about **30**.
- Designed the investor deck for Hickey, a US makeup start-up. The company went on to raise **\$2M**.
- Rebuilt an Australian financial consultant's website as a story-led sales funnel and wrote the copy. Client wins rose **12%** in the first month without paid ads.
- Designed *As Within, So Without*, a 212-page book for *New York Times* bestselling author Steve Hodel, with more than 130 images.
- Brought a Singapore art school's website back online after four failed attempts. Views rose **70%**.
- Contributed UI components to Freelancer.com's design system.

2021 – 2022 Senior Graphic Designer, Edge Holdings & Akadia

Cairo, Egypt

- Led brand and marketing design for real estate developments in print and digital.

2018 – 2021 Senior Graphic Designer & Art Director, Like a Nerd

Cairo, Egypt

- Art directed the brand and its ad campaigns in Arabic and English.
- One campaign brought in more than **\$125k** in direct sales.

2013 – 2018 Designer & Marketing Lead, ADRAW

SaaS product for the US and UK

- Sole designer. Built the brand's marketing from scratch with three copywriters and tied it to performance marketing.