

Mohamed El Gohary



Design Director · Creative Studio Leader · AI Practitioner
MBC Shahid — Dubai, UAE

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16+	35+	4	60%
Years	Team led	Countries	Faster production with AI

01 Profile	I lead the design division at MBC Shahid, MENA’s largest streaming platform, building high-performing creative teams and AI-powered content production. Open to Head of Creative Studio, Creative Director and Design Director roles — Dubai, GCC or remote.
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02 Experience	<table><tr><td>2023 — Present Dubai, UAE</td><td>MBC Shahid — Design Team Manager & Design Director Leads a multi-disciplinary team of 35+ creatives across brand, motion and digital for MENA’s leading streaming platform, overseeing 8 marketing channels. Introduced Higgsfield, Kling, Seedream and Claude API workflows that cut production time by up to 60%, and coaches the team on AI tools, prompt engineering and AI-first workflows.</td></tr><tr><td>2019 — 2023 Cairo, Egypt</td><td>MBC Group — Senior Manager, Post Production Digital Marketing Services. Built and ran the design team: recruiting and hiring, team structure and day-to-day operations, with hands-on direction on typography, colour, layout, interface design, motion and transitions.</td></tr><tr><td>2018 — 2019 Cairo, Egypt</td><td>MBC Group — Art Director / Design Team Lead Digital Marketing Services. Set the visual direction for each concept, supervised the design team, coordinated with editorial departments, and reviewed and approved all design, artwork, photography and graphics.</td></tr><tr><td>2012 — 2018 Cairo, Egypt</td><td>MBC Group — Senior Web & Graphic Designer Digital Marketing Services. Brought forward-thinking ideas in line with corporate strategy and brand, and designed creative solutions across a wide range of MBC Group brand touchpoints.</td></tr><tr><td>2010 — 2012 MENA Region</td><td>Various Agencies & Brands — Graphic & Web Designer Early design work across print, digital and brand identity: the foundation for everything that followed.</td></tr></table>	2023 — Present Dubai, UAE	MBC Shahid — Design Team Manager & Design Director Leads a multi-disciplinary team of 35+ creatives across brand, motion and digital for MENA’s leading streaming platform, overseeing 8 marketing channels. Introduced Higgsfield, Kling, Seedream and Claude API workflows that cut production time by up to 60%, and coaches the team on AI tools, prompt engineering and AI-first workflows.	2019 — 2023 Cairo, Egypt	MBC Group — Senior Manager, Post Production Digital Marketing Services. Built and ran the design team: recruiting and hiring, team structure and day-to-day operations, with hands-on direction on typography, colour, layout, interface design, motion and transitions.	2018 — 2019 Cairo, Egypt	MBC Group — Art Director / Design Team Lead Digital Marketing Services. Set the visual direction for each concept, supervised the design team, coordinated with editorial departments, and reviewed and approved all design, artwork, photography and graphics.	2012 — 2018 Cairo, Egypt	MBC Group — Senior Web & Graphic Designer Digital Marketing Services. Brought forward-thinking ideas in line with corporate strategy and brand, and designed creative solutions across a wide range of MBC Group brand touchpoints.	2010 — 2012 MENA Region	Various Agencies & Brands — Graphic & Web Designer Early design work across print, digital and brand identity: the foundation for everything that followed.
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03 Impact

60%

Faster production

Asset production time cut by embedding AI image and video generation into the daily workflow.

3x

Content output

Campaign assets per sprint tripled without increasing headcount.

12+

Trained on AI

Designers, motion artists and digital specialists upskilled on AI tools and prompt engineering.

30M+

Viewers per season

Reach of MBC Shahid's Ramadan campaign across the region.

04 AI practice

Not just a user, a practitioner and teacher: AI-powered workflows built from scratch, design teams trained on tools they now use daily, and AI embedded in every stage of the creative process.

Higgsfield

Cinematic AI video and image generation with camera-controlled motion and consistent characters. Campaign concepts and hero visuals at scale, used daily by the MBC Shahid design team.

Kling & Seedream

AI video generation for promos, social content and motion concepting, replacing multi-day production cycles with hours.

Claude API

Custom AI tools for the team: brief generators, copy frameworks, campaign naming and automated reporting workflows.

Prompt engineering

Advanced prompt techniques for image, video and text, with documented prompt libraries the team uses in production.

05 What I build

Build & scale the in-house studio

A centralised creative function: team structure, operating model and the capabilities a growing brand portfolio needs.

End-to-end content production

Digital, social, video, CRM, events, brand campaigns and outdoor, delivered with speed, quality and consistency.

Best-in-class creative operations

Workflows, SLAs, resource planning and governance that make content production scalable.

Creative excellence & brand consistency

Every output aligned with brand standards, business objectives and customer expectations.

Talent & partners

High-performing teams, plus agencies, freelancers, production houses and specialist vendors.

Content performance & innovation

Data-driven content with Brand and Performance Marketing that lifts engagement and conversion.

DAM & content governance

Asset management and governance that keep content easy to find, reuse and keep consistent.

Systems, automation & AI

Automation, AI tools and asset reuse that raise productivity and cut production cost at scale.

06 Capabilities

Leadership

Creative Studio Build & Scale · Team Building · Recruiting & Hiring · Talent, Agency & Vendor Management · Creative Operations & SLAs · Brand Governance

Craft

Brand Identity · Design Systems · Web & Interface Design · Motion & Video · Post Production · Campaign Strategy · End-to-End Content Production · Content Performance

AI

AI Workflows · Generative AI · AI Prompt Craft · Automation & AI Efficiency

Operations & market

DAM & Content Governance · MENA Market

Working style

Leading & Giving Direction · Analytical Thinking · Cooperation · Independence · Stress Tolerance

07 Recognition	2026	Ramadan campaign — MBC Shahid · Campaign, streaming Design Director on MENA's biggest annual streaming campaign: broadcast, digital, social and OOH, reaching over 30 million viewers.
	2025	MENA Effie Awards — MBC Shahid Epic Originals · Awards Silver in Marketing Disruptors and Bronze in Media & Entertainment, recognised for marketing effectiveness across the region.
	2025	Embassy 87 original series launch · Branding Creative direction for MBC Shahid's premium originals: visual identity, title treatment, AI-generated environments and a cross-platform campaign.
	2024	MBC Group design excellence · Recognition Recognised across MBC Group for design system governance and cross-channel creative quality; standards adopted across group properties.
	2023	MBC Shahid design language system · Design system A platform-wide design system of components, guidelines and brand governance, applied across all consumer touchpoints.
	2023	Appointed Design Team Manager · Leadership Promoted to lead the multi-disciplinary design division at MBC Shahid, Dubai: brand, motion and digital across 8 channels and a team of 35+ creatives.

08 Selected work	2026	MBC Shahid Brand Identity	Brand Identity & Guidelines	Case study ↗
	2026	FitFind Pro	Brand Identity	Case study ↗
	2025	MBC Shahid Epic Originals	Key Art & Art Direction	Behance ↗
	2025	The Independent Arabia App	Mobile App UI/UX	Behance ↗
	2024	MBC Shahid × SSC	Sports Branding & Motion	Behance ↗
	2021	Viceroy	Visual Identity	Case study ↗
	2018	Dior Sauvage	Digital Concept, UI/UX	Behance ↗
	2017	DKNY Hybrid Smartwatch	Website Design, UI/UX	Behance ↗
	2014	Interstellar Poster	Poster Design	Behance ↗
	Brands	MBC Group · MBC Shahid · STC · The Independent Arabia · Roshn Saudi League · Dior		

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