

NOURA MOHAMMED TAHA

Senior Graphic & UI Designer | Branding · Social Media · E-commerce UI

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PROFILE

Graphic and UI designer with 8+ years of experience delivering brand identity, UI/UX, and social media design for e-commerce and service brands across Egypt, Saudi Arabia, the UAE, and Jordan. Designed UI systems for 1,000+ live e-commerce stores across multiple countries on Salla, Zid, and WordPress, and led the visual campaign for a Guinness World Record-recognized public health event. Currently completing a Master's degree in Artificial Intelligence and applying AI-assisted workflows to speed up ideation and visual production without compromising craft.

PROFESSIONAL EXPERIENCE

Freelance Graphic & UI Designer

Remote — based in Egypt, working with clients across Saudi Arabia, the UAE, and Jordan | 2017 – Present

- Work as an independent freelance designer, concurrently contracted (remote) with multiple companies across Saudi Arabia and Egypt in varying capacities, including:
 - Creative Director, leading the full design team — Creative Gen, Riyadh, KSA (2024 – Present)
 - Creative Director / Design Lead — Balance Digital, Jeddah, KSA (2023 – 2024)
 - UI & Social Media Designer — Makasib, Cairo, Egypt (2023 – Present)
 - Social Media Designer — Soudi Dental Clinic, Mansoura, Egypt (2023 – 2025)
- Designed scalable UI systems for e-commerce stores on Salla, Zid, and WordPress, contributing to a combined portfolio of 1,000+ live online stores across multiple countries.
- Lead the design team at Creative Gen as Creative Director, maintaining brand consistency and delivery quality across all client projects.
- Produced the full social media and AI-assisted visual campaign for Karz Platform's flagship health event, officially recognized by Guinness World Records for the largest gathering of diabetes patients.
- Designed campaign and product visuals for retail and FMCG clients (MHZM, Ashbeal, Ezz Al Oud, Mousa Honey), supporting product launches and seasonal promotions.

UI Team Leader & Branding Designer

Azraq — Mansoura, Egypt (On-site, Full-Time) | 2022 – 2023

- Led a 10-person UI design team, coordinating branding projects from concept through final delivery.
- Served as the main point of contact between the design team and management to keep timelines and quality on track.

UI Designer & Branding Designer

Elbat — Mansoura, Egypt (On-site, Full-Time) | 2021 – 2022

- Designed UI interfaces and branding assets for digital platforms, translating client briefs into shipped visual assets.

Senior Graphic Designer

Irissy Company — Mansoura, Egypt (Remote, Part-Time) | Mar 2021 – Dec 2021

- Delivered branding and marketing designs for digital advertising campaigns.

Print Designer

El Mohandes Printing House — Mansoura, Egypt (Remote, Full-Time) | Mar 2020 – Dec 2020

- Prepared print-ready files and coordinated production requirements directly with the print house.

Graphic Designer

Marketing Company — Dubai, UAE (Remote Freelance) | 2018 – 2019

- Designed marketing visuals for regional retail clients.

Volunteer Designer

Aamer Abu Ghazaleh Quranic Center — Amman, Jordan | 2015 – 2017

- Created social media posts and video content for community initiatives.
- Designed the winning logo for the University of Jordan's official "Green Schools" project (2015).

EDUCATION

Master's Degree in Artificial Intelligence (in progress)

Mansoura University, Egypt | 2022 – Present

Bachelor's Degree in Computer Science

Mansoura University, Egypt | 2017 – 2021

SKILLS

Design & Strategy: UI/UX Design · Brand Identity · Social Media & Ad Design · Art Direction · Design Systems

Software: Figma · Adobe Photoshop · Adobe Illustrator · Adobe XD

Also familiar with: Canva (rapid content turnaround)

PORTFOLIO

Behance: [behance.net/nouratahaa999](https://www.behance.net/nouratahaa999) | Full 2025 portfolio PDF available on request