

# Mina F. Kirollos

Senior Graphic Designer · Visual Systems & Brand Identity

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## PROFILE

Visual systems designer with 6+ years delivering brand identity, campaign design, and multi-touchpoint visual communication for clients across Egypt, Kuwait, and Saudi Arabia. I specialise in translating complex ideas into clear, intentional, and on-brand visual systems — from concept through final execution. Background in software engineering adds an analytical layer to my design thinking, allowing me to balance creative direction with hierarchy, clarity, and purpose. Experienced working inside fast-moving, collaborative environments with copywriters, producers, and stakeholders.

## EXPERIENCE

### Senior Graphic Designer

Recruitera · Cairo, Egypt · Hybrid · Dec 2024 – Present

- Own design execution across social media, marketing collateral, and brand communications.
- Maintain visual consistency across all brand touchpoints — ensuring hierarchy, clarity, and on-brand quality at every output.
- Collaborate with cross-functional teams to deliver design assets under tight turnaround timelines.

### Graphic Designer

Nama Corporate Real Estate Services · Saudi Arabia · Remote · Dec 2023 – Feb 2026

- Delivered end-to-end visual design for a commercial real estate company operating across prominent Saudi malls.
- Designed brand identities, social media systems, and leasing materials for multiple concurrent property projects.
- Produced logos and visual identity systems ensuring consistency across all client-facing touchpoints.
- Managed multiple design briefs independently from concept to final delivery over 2+ years in a fully remote capacity.

### Graphic Designer

Beyond Agency · Cairo, Egypt · Remote/Per Project · Mar 2022 – May 2024

- Designed social media campaigns, monthly content plans, packaging, and brand visual identities for agency clients.
- Worked across brand, digital, and print — contributing to cohesive visual communication strategies.

### Freelance Graphic Designer

Independent · Egypt / Kuwait / Saudi Arabia · Jan 2019 – Present

- Mazaj (Kuwait) — Full brand identity rebrand for one of Kuwait's largest production companies entering the marketing sector.
- Rania Kamel — Elegant visual identity for a luxury Egyptian fashion label.
- El Sultan (Saudi Arabia) — Packaging design for a retail gift brand; Eid al-Adha campaign.
- Mint — Credit card design concept inspired by Ancient Egyptian civilisation.
- Egypt Online Real Estate — Full brand identity for a premier real estate brokerage.
- Additional clients in real estate, F&B, beauty, and education sectors.

### Graphic Designer

WTS Network · New Cairo, Cairo · Full-time · Aug 2021 – Oct 2021

- Produced monthly social media content for multiple clients across different industries, managing concurrent design briefs simultaneously.
- Delivered visual identities, printed materials, and large-format designs including posters and billboards.
- Handled the agency's own social media design and responded to urgent production requests across brand, digital, and print.

### Graphic Designer

iCareer · Cairo, Egypt · Contract · Dec 2021

- Designed social media graphics for the Qualiphi Summit, working to brand standards under event-production timelines.

## SKILLS

<b>Design Craft</b>	Brand Identity & Visual Systems · Campaign Design · Packaging · Typography · Layout & Composition · Visual Hierarchy · Social Media Design · Large-Format / OOH
<b>Tools</b>	Adobe Illustrator · Photoshop · InDesign · After Effects · Premiere Pro · Figma · Adobe XD
<b>Specialisms</b>	Visual Conceptualisation · Design Systems · Multi-Touchpoint Communication · Art Direction · Creative Collaboration

## EDUCATION

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**Bachelor's Degree, Computer Software Engineering** · Arab Academy for Science, Technology and Maritime Transport · 2019 – 2024

## SELECTED PROJECTS

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**Mazaj Brand Identity** — Full rebrand for Kuwait's leading production company entering the marketing sector. Brand system, logo, and identity suite.

**Rania Kamel Fashion Identity** — Elegant, luxurious visual identity for a high-end Egyptian fashion designer label.

**El Sultan Packaging** — Custom Eid al-Adha gift shop packaging and logo design for a Saudi-based retail brand.

**Mint Credit Card** — Concept credit card design drawing on Ancient Egyptian civilisation aesthetics.

**Egypt Online Real Estate** — Full brand identity for a premier Egyptian real estate brokerage.

## CERTIFICATIONS & RECOGNITION

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- Digital Marketing Fundamentals 101 · Google · Mar 2020
- Supply Chain Summit Organising Certificate · iCareer · May 2022
- Best Member as Media Creator · Enactus AAST Sheraton · Nov 2019

## LEADERSHIP & VOLUNTEERING

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### President

Enactus AAST Sheraton · Cairo · Sep 2022 – Sep 2023

- Led the organisation across all functions; oversaw visual identity, communications, and major event production.

### Head of Visual Productions

Enactus AAST Sheraton · Cairo · Sep 2020 – Jan 2022

- Managed Enactus' visual identity across all channels.
- Led design, storyboarding, and video production of all promotional materials.