

OMAR SHAMS

CREATIVE DIRECTOR • AI ART DIRECTOR • FILMMAKER • VISUAL STORYTELLER

BIO

Creative / Art Director with extensive experience in branding, filmmaking, advertising campaigns, visual storytelling, and digital content production. Experienced in managing the complete creative workflow from concept development, strategy, production, photography, videography, editing, motion graphics, post-production, and final delivery across commercial and social media platforms. Specialized in combining creativity, strategy, cinematic storytelling, and AI-powered technologies to deliver modern visual experiences and high-end campaigns.

WHAT I DO

- Creative Direction & Art Direction
- Creative Strategy & Brand Positioning
- Branding & Visual Identity
- AI-Powered Content Creation
- Commercial Production & Filmmaking
- Storyboarding & Creative Concepts
- Photography & Videography Direction
- Editing & Post-Production
- Social Media Campaigns
- Full Production Workflow Management

EXPERIENCE

Creative Director — TieShop | 2024 – 2025

Led creative direction, fashion campaigns, visual branding, and commercial production.

Head of Design Department — Arcorp Corp | 2023 – 2024

Directed branding projects, visual identity systems, and design teams.

Head of Media Department — Nich Magazine | 2022 – 2023

Managed media production, publishing visuals, and digital content strategies.

Visual Director / Senior Designer / Video Editor — Plancod | 2020 – 2022

Handled visual direction, post-production, and commercial campaigns.

Freelance Creative Director | 2018 – 2020

Worked on luxury campaigns for eyewear, cosmetics, colored contact lenses, hospitality furniture, and commercial brands from concept creation to final delivery.

Assistant Director — REC Media | 2015 – 2018

Participated in TV commercials, production coordination, and creative execution.

Senior Designer / Video Editor — Zonex | 2010 – 2014

Created advertising materials, branding visuals, and commercial video edits.

Graphic Designer — FBI | 2008 – 2010

Developed branding concepts and marketing visuals.

Graphic Designer — Pixel Ad | 2006 – 2007

Created graphic designs for advertising and print campaigns.

SELECTED CLIENTS & PROJECTS

World Youth Forum • Misr Life Insurance • Damas Jewelry • Dulale • My Lens • Lemonis • Natural • Signature • Seats

AI EXPERIENCE & SOFTWARE

AI TOOLS

Kling AI • SeaArt AI • Midjourney • Runway ML • Leonardo AI • ChatGPT • Adobe Firefly • Stable Diffusion

ADOBE CREATIVE CLOUD

Photoshop • Illustrator • Premiere Pro • After Effects • Audition • InDesign • Lightroom • Adobe XD • Media Encoder • Adobe Animate

EDUCATION

Higher Institute of Computers — Faculty of Business Information Systems | 2004

Diploma in Graphic Design | 2007

Diploma in Visual Effects (VFX) | 2013

Diploma in Color Grading & Color Correction | 2014

Diploma in Digital Marketing with Google | 2020

CONTACT

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Location: New Cairo, Egypt

SAMPLES OF PROJECTS



World Youth Forum

5 TV Ads & social media post



- creative team
- asst-Director



Misr Life Insurance

3 TV Ads & social media post



- creative team
- asst-Director



Damas

3 TV Ads & social media post



- Director
- Senior video editor
- Storyboard Maker

SAMPLES OF PROJECTS



Dulale

2 social media Ads. – BRANDING



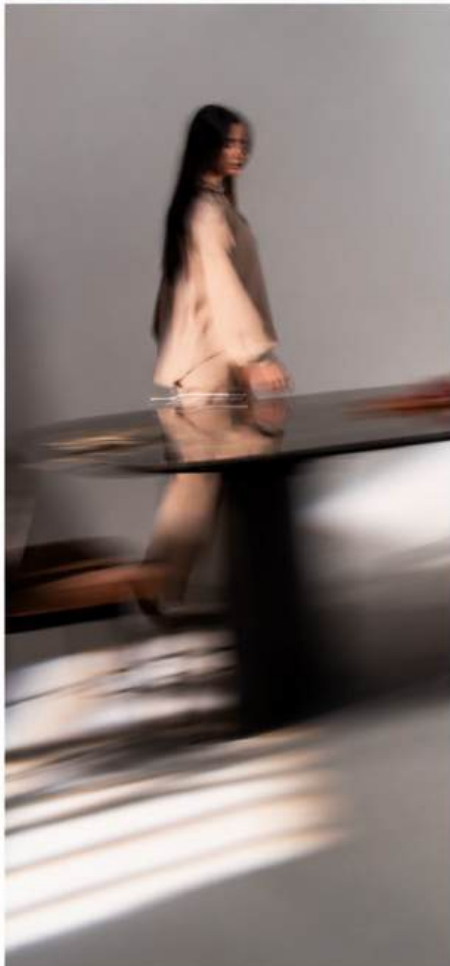
- Creative director
- Senior video editor
- Storyboard Maker

Samples of – social media post design



- Senior Graphic Designer

SAMPLES OF PROJECTS



SAMPLES OF PROJECTS

NOIRÉ ESTATE

01. CONCEPT

NOIRÉ Estate redefines real estate with a vision rooted in elegance, discretion and architectural excellence.

We curate exceptional properties and experiences for those who value design, location and legacy.

Real value. Real vision. Real estate.

02. BRAND PERSONALITY

Elegant
Trustworthy
Visionary
Discreet
Timeless



03. COLOR PALETTE

#000000

#2B2B2B

#7A6A5A

#C9B8A6

#F2E9EA

04. TYPOGRAPHY

Aa

PLAYFAIR DISPLAY
Bold for Headlines

MONTSERRAT
Light for Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

05. VALUES

EXCELLENCE
Curated properties with the highest standards.

DISCRETION
Private, seamless and personalized service.

ARCHITECTURE
A passion for timeless design and detail.

LEGACY
Building value for generations to come.

BESPOKE EXPERIENCES

ARCHITECTURAL EXCELLENCE

TRUST & DISCRETION

PRIME LOCATIONS

TIMELESS VALUE

06. PROPERTY SHOWCASE

Carefully selected residences in the most desirable locations.

BY APPOINTMENT ONLY

07. SERVICES

PROPERTY SALES
Luxury Residential & Commercial

INVESTMENT ADVISORY
Strategic Real Estate Consulting

DEVELOPMENT & PROJECTS
From Concept to Completion

PROPERTY MANAGEMENT
Tailored Management Services

08. OUR PROCESS

01

DISCOVER

Understanding your vision and needs.

02

CURATE

Handpicked options that match your criteria.

03

PRESENT

Private viewings and detailed insights.

04

SECURE

Negotiation and seamless transaction.

05

BEYOND

Continued support and long-term relationship.

"We don't just find you a property. We find you your place in time."

09. BRAND APPLICATION

10. CONTACT

Private by nature.
Extraordinary by choice.

info@noireestate.com

+1 212 555 0199

www.noireestate.com

SAMPLES OF PROJECTS



samples of photoshoots

- Art director
- Set designer



samples of photoshoots

- Art director
- Set designer

SAMPLES OF PROJECTS

KAFI KOFI BRAND IDENTITY

01. CONCEPT

KAFI KOFI is built around the ritual of slowing down.

The visual identity transforms the repetition of daily coffee moments into a bold geometric system.

The stacked typography creates a sense of rhythm, structure and memorability while reflecting the repetitive nature of coffee culture.

02. OBJECT / SYMBOLISM

- Coffee cups stacked together
- Urban architecture
- Repetition of daily rituals
- Modernist graphic design systems

03. BRAND PERSONALITY

Quiet
Bold
Urban
Confident
Modern

04. LOGO CONSTRUCTION GOLDEN RATIO



The logo is constructed using the Golden Ratio (1:1.618) to achieve visual harmony and a naturally balanced proportion that feels modern and timeless.

05. COLOR PALETTE

PRIMARY COLORS



NEUTRAL SUPPORT



06. LOGO VARIATIONS



07. CLEAR SPACE & MINIMUM SIZE



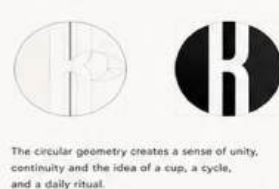
08. GOLDEN SPIRAL APPLICATION



09. INCORRECT USAGE



10. CIRCLES & GEOMETRY



The circular geometry creates a sense of unity, continuity and the idea of a cup, a cycle, and a daily ritual.

11. GRADIENT EXPLORATION (FOR APPLICATIONS)



12. TONE ON TONE APPLICATIONS



13. TEXTURE & MATERIAL APPLICATION



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