

Bassem A. Sattar

Senior Art Director

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SUMMARY

Senior Art Director with 10 years of advertising design and art direction experience at Cairo agencies, including FP7 McCann, Wunderman Thompson and Synergy Advertising. Leads a team of three art directors and graphic designers. Takes integrated 360° campaigns from concept to finished work across TV commercials, key visuals, OOH, social media and activations. Hands-on in storyboards, shoot and post-production supervision, typography, photo retouching and illustration. Brands include WE (Telecom Egypt), Spotify, Coca-Cola, McDonald's, Etisalat, DiDi, CPC, CIB, ORA, Dubizzle, Cadbury, Sprite and Kiriazi. Member of campaign teams awarded 3 Silver and 1 Bronze at Dubai Lynx. Works in Arabic and English. Open to Senior Art Director and Associate Creative Director roles.

EXPERIENCE

Senior Art Director, Synergy Advertising, Cairo, Egypt

June 2025 - Present

- Lead a team of three art directors and graphic designers: set the visual direction, guide concepts and review the work from first sketch to final artwork. Led the team as acting Senior Art Director before the formal promotion in June 2025.
- WE (Telecom Egypt): art-directed the Ramadan 2025 campaign featuring Tamer Hosny, the Ramadan 2026 campaign featuring Elissa and the World Cup 2026 campaign.
- CPC (Cooperation Petroleum Company) fuel-station campaign (2025): art direction.
- DiDi Egypt (2025): visualised the pitch with AI storyboards; the final film with Marwan Moussa followed them almost frame for frame.

Art Director, Synergy Advertising, Cairo, Egypt

November 2021 - June 2025

- "Kiriazi Is Happy for You" (2024): art-directed an integrated campaign speaking to young couples furnishing their first home.
- CIB "Green by Example" (2022): directed the visuals, including the storyboard, typography and OOH sketches for photography.
- Ahl Masr Foundation burn hospital appeal (2022): co-developed the campaign line and film scenarios; oversaw the art direction and OOH materials.
- SCZONE (2022): art direction, storyboard, OOH photography sketches, typography, demo illustrations and post-production sessions.
- City Club sports clubs: art direction for the membership campaign films and key visuals.

Art Director, Wunderman Thompson, Cairo, Egypt

March 2023 - July 2023

- Spotify "Listen To" (2023): art-directed the campaign; designed more than 30 OOH executions and worked on the supers and end frames within brand guidelines; co-developed the copy and voiced a character in one of the films. Dubai Lynx Silver.
- Coca-Cola Ramadan (2023): created the OOH, retouched the photography, developed animation references for digital screens and designed the song artwork; joined post-production sessions.
- Dubizzle "A Happy Opportunity" (2023): helped write the copy, designed the typography and managed the OOH campaign and placements for the OLX-to-Dubizzle relaunch.
- ORA "Alive Every Moment" (2023): retouched photography, composited the campaign heroes with project renders and created the typography and supers.
- Sprite "Heat Happens" (2023): typography, OOH, copy and summer activations.
- Also worked on Bonjorno Coffee Mix's 20th-anniversary campaign and a Cadbury Dairy Milk gifting campaign (2023).

Art Director, FP7 McCann Cairo, Cairo, Egypt

April 2021 - November 2021

- Etisalat "Super Connect" summer campaign with Enaba and Ahmed Amin (2021): led the art direction, including OOH sketches, typography, demo illustrations and tactical copy.

Senior Graphic Designer, FP7 McCann Cairo, Cairo, Egypt

September 2019 - April 2021

- McDonald's McWaffar (2019): bilingual logo, menu design, OOH artwork and illustrated buildings for the TV commercial.
- McDonald's (2020): neon key visuals for Grand Chicken; shoot and billboard art direction, retouching and typography for Hot Spicy Deluxe.

Graphic Designer, FP7 McCann Cairo, Cairo, Egypt

April 2018 - October 2019

- Etisalat "Hekaya Family" with Ahmed Helmy (2019): OOH sketches, typography, demo illustrations and stationery for the campaign awarded 2 Silver and 1 Bronze at Dubai Lynx.
- McDonald's Fajita BBQ (2018): naming, sketches, typography and shoot supervision.
- Coca-Cola branded locations (2018): kiosk rebranding and city installations.
- Joined the below-the-line team and worked with the branding and above-the-line teams across the agency network; promoted twice in three years.

Graphic Designer, Creation Box ADV and Square Cube, Cairo, Egypt

2016 - March 2018

- Started as a Graphic Designer at Creation Box ADV in 2016, then moved to Square Cube until March 2018.

SELECTED PROJECTS

- SODIC (freelance, 2026): campaign design for the developer's 30th anniversary, "30 Years. 30,000 Living Stories.", across key art, motion and outdoor.
- WE (Telecom Egypt) full rebrand (2022), with the Synergy Advertising team: remade every brand asset and the design language, from the new logo and identity to applications, storyboards and OOH photography sketches.
- Power Horse "Level Up" gaming-themed can design and illustration (2019).
- Nescafé "Wake Up, City!" packaging artwork celebrating Egyptian cities (2020).
- Floward (freelance): social film campaign for the flower and gift delivery app in Egypt.

AWARDS

- Dubai Lynx, 2 Silver and 1 Bronze: Etisalat "Hekaya Family", as part of the campaign team.
- Dubai Lynx, 1 Silver: Spotify "Listen To", as Art Director in the campaign team.

SKILLS

Creative: Art direction, concept development, integrated 360° campaigns (ATL, BTL, digital), key visuals, OOH and outdoor advertising, social media content, storyboards, typography, illustration, photo retouching and compositing, photography direction and shoot supervision, brand identity and logo design, packaging design, activations, presentation decks.

Leadership: Creative team leadership; design review and feedback; collaboration with copywriters, creative directors and production teams; post-production supervision.

Tools: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Creative Suite, Keynote, PowerPoint, Midjourney, Magnific, Nano Banana (Google Gemini), generative AI image workflows.

EDUCATION

Bachelor of Applied Arts, Graphic Design (Graphics and Advertising Department), The Higher Institute of Applied Arts, Egypt

2013 - 2017 | Grade: Very Good

LANGUAGES

Arabic (native), English (professional working proficiency)

ADDITIONAL INFORMATION

Military service: Exempt