

Muhammad Alkhateeb

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Professional Summary

Egyptian Creative Director with 20+ years of design mastery. "My life is design—I love it and surround myself in it every day" reflects my passion at MUH78, where I've transformed hearing loss into a unique creative advantage. Combining Microsoft certifications with expertise in UI/UX, brand development, and multimedia production, I create impactful digital solutions. My patient, problem-solving approach extends from marketing strategy to technical support. Beyond the studio, I'm a PADI Master Scuba Diver, Emergency First Responder, and strategy gaming enthusiast. Through continuous learning and calm perseverance, I demonstrate that challenges are stepping stones to excellence in both design and life.

Skills

- **Technical Skills:** HTML5, CSS3, JavaScript, Responsive Design, UX/UI, Git, Adobe Creative Suite, Photo, Sound and Video Editing.
 - **Soft Skills:** Team Collaboration, Problem-Solving, Time Management, Attention to Detail
 - **Tools:** Slack, Visual Studio Code, Chrome DevTools, Figma
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Work Experience

Amazon Selling Partner Support Associate | Amazon - Cairo, Egypt

Nov 2023 – Present

- Managed high-volume email and chat support for international sellers, showcasing multitasking skills.
- Provided bilingual support in English and Arabic, ensuring effective communication.
- Delivered exceptional customer service with empathy and professionalism, ensuring high satisfaction.
- Utilized SOPs, help docs, Slack, and Outlook to offer accurate, timely support.
- Coordinated with fulfillment centers, carriers, and stakeholders to optimize workflows.

Microsoft Certified Trainer | NEN - National Education Network - Cairo, Egypt

Sep 2013 - Present

- Deliver tailored Microsoft training through various formats to meet diverse audience needs.
- Develop and update training materials for Microsoft technologies and certification exams.
- Provide insights and support for Microsoft certification exam preparation.
- Prepare students for exams with practice tests and exam-focused guidance.
- Collect feedback to enhance training and ensure adherence to MCT standards.

Founder @MUH78

Aug 2002 - Present

- Lead creative direction, design strategy and digital marketing initiatives.
- Oversee web development, UX/UI standards and marketing campaigns.
- Manage design/marketing teams, client relationships and project delivery.
- Drive business growth through innovative design and marketing solutions.
- Build brand strategy, industry partnerships and digital presence.

Creative Art Director | NEN - National Education Network - Cairo, Egypt

Website: <https://www.nen-global.org>

Apr 2019 - Jul 2023

- Lead creative direction, ensuring designs align with brand identity across platforms.
- Mentor and manage a creative team, delivering high-quality work on time.
- Develop and execute design strategies for branding, marketing, and campaigns.
- Collaborate with clients to refine designs and meet expectations.
- Stay updated on trends, pushing creative boundaries for engaging designs.

Senior Art Director | NEN - National Education Network - Cairo, Egypt

Website: <https://www.nen-global.org>

Feb 2018 - Mar 2019

- Lead creative direction to ensure innovative, brand-aligned designs across digital, print, and advertising.
- Mentor and manage a design team, fostering a collaborative, productive environment.
- Collaborate with clients and marketing teams to define briefs and develop visual strategies.
- Ensure design consistency across platforms while pushing creative boundaries within brand guidelines.
- Present designs to clients and senior management, incorporating feedback to drive project success.

Graphic Web Specialist | NEN - National Education Network - Cairo, Egypt

Website: <https://www.nen-global.org>

Feb 2015 - Jan 2018

- Create engaging graphics and layouts that align with brand identity for a cohesive online experience.
- Collaborate with developers and designers to ensure visually appealing, user-friendly websites with optimal usability.
- Optimize designs across devices, ensuring a seamless, responsive experience for all users.
- Maintain consistent branding across web pages, enhancing the overall aesthetic with aligned graphic elements.
- Regularly update website graphics, resolve design issues, and implement feedback to keep the site fresh.

Graphic Web Designer | NEN - National Education Network - Cairo, Egypt

Website: <https://www.nen-global.org>

Sep 2010 - Jan 2015

- Create engaging, user-friendly web page layouts, banners, and icons to enhance UX.
- Optimize graphics and layouts for desktop, tablet, and mobile, ensuring consistency across devices.
- Collaborate with developers to integrate graphic elements that are both aesthetic and functional.
- Align design elements with brand identity, maintaining consistency across platforms.
- Update visuals, monitor performance, and refine designs based on feedback for better UX and performance.

Creative Graphic Designer | Lista Corp. – Cairo, Egypt

Website: <https://listacorp.com>

Aug 2022 - Oct 2023

- Create logos, brochures, posters, ads, and digital media to convey brand identity.
- Arrange text, images, and graphics with attention to typography, color, and spacing.
- Collaborate with project managers and marketing to understand briefs and deliver design solutions.
- Incorporate feedback to meet project objectives and ensure design alignment.
- Communicate effectively to ensure design expectations are met and executed.

PADI Divemaster DSD Leader | Splash Red Sea

Website: <http://www.splashredsea.com>

Oct 2014 - Dec 2021 (Seasonal)

- Guide beginners through their first scuba diving experience, ensuring safety and comfort.
- Deliver pre-dive briefings, explaining skills, safety, and expectations to participants.
- Support participants in practicing underwater skills like buoyancy control and mask clearing.
- Monitor divers, enforce safety protocols, and intervene for a safe experience.
- Inspire participants to pursue further diving education and certification.

Public Relations Department Specialist | Elhosary Charity (NGO) – Giza, Egypt

Website: <http://www.elhosary.co>

May 2019 - Sep 2021

- Design materials like posters and graphics to raise awareness and attract donations.
- Capture high-quality photos and videos to showcase the charity's impact.
- Write press releases, create media kits, and work with media outlets for visibility.
- Manage photography and videography for events, creating promotional content.
- Create and post engaging social media content to build a supportive community.

PADI Divemaster | PADI | Dahab, South Sinai, Egypt

Apr 2014 - Sep 2014 (Seasonal)

- Lead and supervise dive trips, ensuring safety and enjoyment while following dive protocols.
- Support instructors during training, aiding with students and underwater exercises.
- Perform pre-dive checks, monitor conditions, and manage emergencies as needed.
- Conduct site briefings, ensure gear readiness, and assist with setup.
- Educate divers on responsible practices and marine conservation.

Creative Art Director | Al-Mersal Trading Company W.L.L. - Kuwait City, Kuwait

Sep 2008 - Dec 2009

- Lead design of in-store displays, campaigns, and digital content, ensuring brand consistency.
- Conceptualize and design exhibitions and trade show booths to enhance brand impact.
- Collaborate with marketing, sales, and product teams to align designs with strategies.
- Oversee execution, budgeting, timelines, and coordinate with suppliers for successful setups.
- Create engaging displays and exhibition setups that drive sales and foster loyalty.

Graphic Web Designer | ENTELAQ - Cairo, Egypt

Feb 2008 - Aug 2008

- Design and develop responsive, user-friendly websites for clients.
- Create and optimize graphics, logos, and multimedia content for web use.
- Collaborate with developers to ensure design compatibility across browsers.
- Design intuitive software application interfaces for seamless user experience.
- Maintain consistent branding and visual identity across web platforms and marketing materials.

Web Multimedia Designer | LEO Ltd. - Cairo, Egypt

Dec 2006 - Jan 2008

- Design multimedia content (graphics, animations, videos) to enhance website user experience.
- Collaborate with developers to integrate multimedia seamlessly across platforms.
- Optimize multimedia for fast loading and cross-browser compatibility.

- Create dynamic, interactive content aligned with brand and marketing goals.
- Develop CD presentations and directories for tourism governorates.

Assistant Video Editor | Dream 2 TV - Giza, Egypt

Jan 2006 - Sep 2006

- Assist in editing live sports footage for TV and digital platforms.
- Support the main editor in organizing and preparing video files.
- Add basic graphics, transitions, and sound effects to enhance footage.
- Collaborate with producers to ensure content meets broadcast standards.
- Help with the timely delivery of video edits for highlights and segments.

Video Editor | Dream 2 TV - Giza, Egypt

Sep 2005 - Dec 2005

- Edit live sports footage for Dream Sport 2 TV broadcasts and online platforms.
- Collaborate with producers to align with the creative vision.
- Organize and manage video files for quick access during live events.
- Add graphics, transitions, and sound to enhance video content.
- Deliver timely edits for highlights, news, and special features.

Web Multimedia Designer | Egyptian Ministry of Defense (AFMIC) - Cairo, Egypt

Sep 2004 - Nov 2005

- Design user-friendly websites with HTML, CSS, Flash, and JavaScript, ensuring browser compatibility.
- Enhance user experience by integrating Flash animations, audio clips, and videos into websites.
- Create graphics, logos, and icons using Adobe Photoshop and Illustrator for cohesive designs.
- Optimize images and multimedia for fast load times, balancing quality and performance.
- Collaborate with developers to implement designs and integrate interactive elements using Flash and early web technologies.

Army Paratrooper Instructor | Galaa Club of the Egyptian Armed Forces (EPAF) - Cairo, Egypt

Jun 2000 - Sep 2005 (Seasonal)

- Train soldiers in parachuting, safety, and airborne tactics for proficiency in varied altitudes.
- Teach parachute packing, jumpmaster duties, landing techniques, and emergency procedures.
- Oversee physical fitness to meet airborne operation standards in strength, endurance, and agility.
- Mentor paratroopers, promoting discipline, professionalism, and military values.
- Organize simulations and drills to prepare soldiers for real airborne missions.
- Ensure strict adherence to safety protocols to minimize risks during training and missions.

The Technical Office Specialist of the Chairman of the Board | Egyptian Ministry of Investment and International Cooperation (GOIEF) - Cairo, Egypt

Oct 2001 - Jul 2003

- Manage schedules, reports, and ensure smooth communication for the Chairman.
- Assist in planning and executing projects, meeting objectives and deadlines.
- Organize documents and presentations, ensuring alignment with company standards.
- Act as liaison between the Chairman and teams, ensuring clear communication.
- Support decision-making with data, briefings, and technical insights.

Army Paratrooper Assistant Instructor | Galaa Club of the Egyptian Armed Forces (EPAF) - Cairo, Egypt

Jun 1997 - Sep 1999 (Seasonal)

- Deploy paratroopers for strategic operations, raids, and ground support.

- Train paratroopers in physical fitness, parachuting, and combat tactics.
- Ensure rapid deployment of paratroopers as the first response in crises.
- Equip paratroopers to operate in diverse terrains, including urban and wilderness.
- Acknowledge paratroopers as elite forces with specialized skills and intense training.

Education

Bachelor of Art Education | Helwan University - Egypt

Graduated: Sep 2021 | Grade: Good

Certification and Training

- **Microsoft Certified Trainer** | Microsoft
 - **Microsoft Certified Solutions Developer** | Microsoft
 - **Microsoft Certified Solutions Associate** | Microsoft
 - **Microsoft Certified Specialist** | Microsoft
 - **Microsoft Certified Azure Administrator Associate** | Microsoft
<https://www.credly.com/users/muh78>
 - **Advanced Digital Marketing Nanodegree Program** | UDACITY
February 26, 2021
URL Link: www.udacity.com/certificate/e/b36f07ca-656d-11eb-bcfe-0f977ed4c26a
 - **Digital Marketing Professional Nanodegree Program** | UDACITY
December 17, 2020
URL Link: www.udacity.com/certificate/e/d73002a0-34de-11eb-9b37-c3dd6646fe4b
 - **IT Professional Training Program – Graphic and Multimedia Application** | IBM - Egypt
Jul 2003 – Jan 2004 | 900 Hrs. | Grade: 93.7%
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Latest Projects:

For every project, I develop a complete branding line, including logo design, printing, website development, advertising, and social media campaigns.

- <https://www.nen-global.org>
 - <https://www.siwashaliresort.com>
 - <https://itep.uz>
 - <https://listacorp.com>
 - <https://eexam.uk>
 - <http://www.splashredsea.com>
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Awards and Achievements

- **2023** | Microsoft | MCT 10 Years Anniversary
- **2019** | NEN - National Education Network | eExam Testing System Project "<https://eexam.uk>"
- **2018** | ITIDA / TIEC | TAMKEEN Competition
- **2018** | Microsoft | MCT 5 Years Anniversary
- **2015** | Microsoft | MIE Innovative Educator