

Mohamed Abdallah (Marllex)

Associate Creative Director + Art Director

Nine years connecting identity, campaigns, production, product and experience under one direction. Government and national programmes across Saudi Arabia and the UAE, international brands, and creative teams built from three people to fifteen.

LANGUAGES

Arabic — native

English — professional working proficiency

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EXPERIENCE

FULL-TIME

The Grid Studio 2025 — 2026 · Abu Dhabi	Art Director → Associate Creative Director	Joined leading a team of three and grew the department to fifteen. Brand direction across ADGM, ADIO and Hub71. The studio won essentially every pitch across the period.
Master Mind Agency 2023 — 2024 · Dubai	Art Director	Entry into the UAE market. Government and institutional accounts: Dubai Government, Dubai Customs, the ports authority and the Ministry of Foreign Affairs.
Manifest 2023 — 2024 · Saudi Arabia	Art Director	Joined part-time after two years of freelance collaboration on the same accounts: JAX District, Jahez and Riyadh Park.
Nasher 2021 — 2023 · Saudi Arabia, remote	Art Director, Executive	Held every international and government account and set the visual direction across the agency's whole portfolio. Managed six people across two countries and introduced UI/UX practice.

EARLIER ROLES

199X Agency 2020 — 2021 · Egypt	Art Director	Managed a team of twelve. Pepsi UEFA Champions League, Adidas and Rexona.
ON Creation 2019 — 2020 · Egypt	Senior Designer	Real estate and international groups. Billboards, campaigns and social systems.
Big Move Agency 2018 — 2019 · Egypt	Senior Designer	Branding, social and print. Entered the Saudi market freelance in parallel.
Traffic Media · Engaz Media 2017 — 2018 · Cairo	Designer	First agency roles. Print-led work with social alongside.

INDEPENDENT PRACTICE

Marllex Studios®

2023 — present · registered in Egypt

Founder & Creative Director

Built when freelance volume outgrew one person. Red Bull was a direct pitch, won and delivered as a billboard campaign.

EDUCATION	TOOLS	PRACTICE
BBA — Faculty of Commerce Benha University · 2020	Illustrator · Photoshop · InDesign Figma · After Effects · Adobe XD	Nine years in market Three home markets · eleven countries
Business, management and accounting. Practising professionally since 2017, before and throughout the degree — self-taught in craft.	Studied strategy, art direction, graphic design, print production and user experience as separate disciplines.	Teams led: 12 at 199X · 6 at Nasher · 3 grown to 15 at The Grid.

CAPABILITY

Brand	Campaign	Production
Strategy · Positioning · Naming · Identity · Guidelines · Rollout	Big idea · Key visuals · Content systems · Multi-channel rollout	Concepts · Treatments · Film direction · Motion · Branded content
Product	Experience	Direction
Websites · Apps · UI/UX direction · Design systems · Packaging	Event identity · Audience journey · Spatial identity · Stage content	Team leadership · Pitch leadership · Brand audits · CD consulting

SELECTED WORK

Souq Al-Dar 2024 · Saudi Arabia	Monarch Auto Week 2026 · Abu Dhabi	SURGE — Car Week 2025 · Abu Dhabi	WATHB Offroad 2025 · KSA & UAE
FIDA 2025 · Abu Dhabi	The Private Office 2025 · Abu Dhabi	JAX District 2022 · Diriyah	Nomaede 2026 · Dubai

BRANDS WORKED WITH — THROUGH AGENCIES & STUDIOS

DIRECT CLIENT

199X · ON Creation · Nasher · Manifest · Master Mind · The Grid Studio

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Full project documentation and portfolio at marllexstudios.com