

HLA SAFWAT

Brand & Content Designer | Identity · Social · AI Creative

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SKILLS & DESIGN ABILITIES

Languages: Arabic (native), English (fluent), German (fluent).

EXPERIENCE

Founder & Creative Director — MONSEI

Premium fashion label | Cairo, Egypt | 2025 – Present

- Founded and lead creative direction for a premium fashion label, owning brand identity, positioning, and the full visual system across 4 product lines.
- Designed the complete brand identity (logo, typography, art direction) and built the full e-commerce store on Shopify (monseiofficial.com).
- Planned and produced a 50-post phased Instagram prelaunch grid and a nano/micro-influencer outreach framework.
- Built a collection preorder system and manage manufacturing coordination, pricing, and margin planning.

Social Media Designer / Content Creator — Circuit Scaling

Marketing agency | Cairo, Egypt | January 2026 – Present

- Design social media static creatives for fashion, perfume, and home-decor clients on a five-day weekly production cycle.
- Translate brand briefs into on-brand, conversion-minded visuals across multiple client accounts.
- Onboarded and trained a new in-house designer, setting creative standards and workflow.

Graphic Designer (Academic & Independent Projects) — Full Sail University

Full Sail University | 2022 – 2025

- Developed branding, packaging, and social-media systems through coursework and small client projects.
- Created cohesive visual identities and marketing assets for conceptual and real-world brands.
- Applied design strategy and storytelling to build consistent brand experiences.

Language Tutor — Freelance / Independent

Previously Orcas Tutoring Co. (2018–2023) | Cairo, Egypt | 2018 – Present

- Tutor German and English at multiple levels, including Abitur exam preparation, with high pass rates.
- Design tailored lesson materials emphasizing communication and consistency.
- Build organizational, time-management, and presentation skills transferable to design work.

Volunteer — Vision Film Festival

Cairo, Egypt | 2023

- Assisted in event coordination, logistics, and promotional materials for screenings.
- Ensured on-site workflow and communication between festival teams.

Intern — Goethe-Institut Cairo

Cairo, Egypt | 2016

- Supported educational and cultural events with creative coordination and design assistance.
- Contributed to social-media visuals and print materials under tight deadlines.
- Strengthened professionalism and teamwork in a multicultural environment.

EDUCATION

BA in Filmmaking — The American University in Cairo (AUC)*2025*

BA in Graphic Design — Full Sail University*2025*

Abitur — Deutsche Schule der Borromäerinnen (DSB)*2018*

INTERESTS

AI & emerging creative tools, fashion & brand design, film, photography.