

Ashraf Khattab

Creative Director | AI-Assisted Visual Storytelling | Digital & Brand Campaigns

Cairo, Egypt • Remote / Hybrid • Email: me@akhattab.com • Mobile: +20 100 557 5375

www.akhattab.com • www.behance.net/ashrafkhattab • linkedin.com/in/ash-khattab

Profile

Creative Director and Art Director with 20+ years of experience across advertising, digital design, UI/UX, editorial design and visual communication, now specializing in AI-assisted creative production and premium brand storytelling.

Combines Art Direction judgment with modern generative AI workflows to develop campaign concepts, visual routes, storyboards, key visuals, social content systems, and film previsualization. Skilled at translating ideas into premium visual systems with control over composition, lighting, camera logic, character consistency, product accuracy, narrative pacing, and brand tone.

Experienced in remote collaboration with international teams across the US, Europe, and the Middle East. Brings a structured creative process shaped by design thinking and UX methodology: research, audience understanding, ideation, prototyping, testing, refinement, and final production.

Uses AI not as a replacement for creative thinking, but as a production layer that accelerates exploration, improves consistency, and helps teams produce high-quality campaign assets faster without losing taste, emotion, or brand control.

Areas of Focus

- Art Direction for digital, social, film, and premium brand campaigns.
- AI-assisted creative production workflows for faster, more consistent visual development.
- Campaign concept development, visual language, storyboards, key visuals, and pitch systems.
- Film previsualization, shot planning, style frames, narrative pacing, and AI-assisted motion tests.
- Brand-controlled generative AI workflows: character consistency, product accuracy, lighting, composition, and final selection.
- UX-informed creative thinking: research, audience understanding, ideation, prototyping, and testing.
- Client presentation, remote collaboration, and cross-functional creative leadership.

Experience

Founder & AI-Assisted Art Director — WandTouch

Cairo / Remote | Jun 2023 – Present

- Lead concept-led visual storytelling projects combining Art Direction with AI-assisted production workflows for branded content, cinematic short-form films, and premium visual worlds.
- Develop concepts, scripts, mood directions, character systems, style frames, shot plans, storyboards, and campaign visual routes before production.
- Build controlled generative workflows for character consistency, camera logic, lighting, composition, product realism, and brand-safe visual output.
- Use AI as a translation layer for creative vision, directing the tool through references, iteration control, visual judgment, and final selection.
- Carry projects through image generation, video testing, compositing, editing, and final presentation.

Digital Creative Director — Designframe USA

Washington, DC / Remote | Jan 2022 – May 2023

- Led creative direction across branding, digital, editorial, motion, and web projects for NGOs, medical, SaaS, and corporate clients.
- Directed a portfolio including 20+ websites, 15 annual reports, brochures, digital campaigns, and short motion pieces.
- Owned visual quality, client presentation, delivery discipline, and cross-functional collaboration with design, content, product, and development teams.
- Introduced AI-assisted production methods to improve creative exploration, visual iteration speed, and presentation development.
- Balanced brand strategy, UX thinking, and executional quality across fast-moving remote projects.

UI/UX Lead — Designframe USA

Washington, DC / Remote | Jan 2019 – Dec 2021

- Led user-centered design across websites and digital products, shaping information architecture, wireframes, prototypes, interface systems, and design direction.
- Applied UX methodology to creative thinking: research, user needs, persona logic, journey structure, prototyping, testing, and refinement.
- Collaborated closely with product, engineering, content, and client teams to translate business requirements into usable, visually coherent digital experiences.

Art Director — Designframe USA

Washington, DC / Remote | Jan 2013 – Dec 2018

- Defined visual direction for campaigns, digital assets, publications, and branded communication systems.
- Developed visual concepts, layouts, typography systems, mood directions, and presentation routes for client-facing work.
- Guided designers, presented creative work, and maintained quality across concept development, execution, and delivery.
- Built a long-term foundation in Art Direction judgment: composition, hierarchy, brand consistency, image selection, layout discipline, and storytelling.

Senior Web Designer — Designframe CORP

Cairo, Egypt | Aug 2007 – Dec 2012

- Designed and developed web interfaces, visual systems, and client-facing digital platforms.
- Worked across web design, front-end implementation, WordPress production, layout systems, and digital asset creation.
- Built the foundation for a long-term creative career across digital design, production discipline, and brand communication.

Selected Work

AERLOOM — AI-Assisted DTC Campaign

AERLOOM is a fictional compression socks brand created as a personal AI-assisted advertising study.

<https://www.behance.net/gallery/251890339/AERLOOM-AI-Assisted-DTC-Campaign>

AAIB Annual Report 2020 — Art direction, editorial design, and copywriting for financial communication.

PDF vERSION: https://www.aaib.com/pdfs/financial2020_4.pdf View Case study at <https://www.behance.net/gallery/132419173/AAIB-Annual-Report-2020>

Obeikan Holding Group — Website Revamp — Digital creative direction and UX-led web transformation. <https://www.obeikan.com.sa/> View Case study at <https://www.behance.net/gallery/125463329/Obeikan-Investment-Group-Website-Revamping>

Havenya — Luxury Real Estate AI Ad — Premium AI-assisted brand film; visual direction, atmosphere, pacing.

<https://youtu.be/vBs7VBG5ia4?si=kS5Dzr65LHco0EfJ>

WandTouch Showreel — AI-assisted cinematic visual direction and branded storytelling.

<https://youtu.be/udBPvgbRtfM?si=nwUhTIYPgmqbeWuH>

Miu and the Sacred Papyrus — Official Teaser | A Pharaonic Legend — Original cinematic AI teaser; concept, art direction, character/world development, edit.

<https://youtu.be/MrgFTeaVTuo?si=5quwgrLuOapPGPFm>

Tools & Workflow

Tools: Midjourney, Kling, Runway, Seedream, Google Nano Banana / Nano Pro, ChatGPT, Figma, Photoshop, Illustrator, InDesign, CapCut, WordPress.

Workflow strengths: character sheets, product reference systems, storyboard-to-video workflows, start/end-frame animation control, AI-assisted visual iteration, retouching direction, compositing, editing, and presentation development.

Skills

Art Direction • Creative Direction • Campaign Development • Visual Storytelling • Brand Storytelling • Concept Development • Social Media Campaigns • Digital Advertising • Storyboarding • Presentation Design • Visual Design • Generative AI • AI-Assisted Production • Creative Workflow • Prompt Direction • Visual Systems • Brand Identity • Motion Previsualization • Luxury Branding • Automotive Advertising • UX Design • Design Thinking

Personal Positioning

Art Direction leads. AI translates.

AI can generate beauty. Art Direction gives it meaning.