

ADAM MORSY

VISUAL DESIGNER & MEDIA ARTIST

admorsy.com

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SUMMARY

Graphic designer with experience delivering branding, typography and print design across diverse client projects. Skilled in managing work from concept to production, with hands-on experience in vendor coordination, material selection and quality assurance across final outputs.

CORE SKILLS

Branding / Typography / Photo Editing / UI / UX / Illustration / Digital Animation / Machine Learning / Web Design / Web Development / Game Design / Game Development / Sound Production

SOFTWARE

Adobe Creative Suite / Procreate / Maya / Python / HTML / CSS / JS / Unity / Visual Studio Code / GDevelop / Logic Pro / Linux / MacOS

STRENGTHS

Problem-solving / Empathy / Collaboration / Active Listening

LANGUAGES

English / Arabic

EDUCATION

BA // MEDIA ARTS & SCIENCES

Arizona State University, Online
2023–2025

AA // ARTS & DESIGN

Community College of Philadelphia
2016–2020

BS // ELECTRICAL ENGINEERING

Ain Shams University, Cairo, Egypt
2004–2008

WORK EXPERIENCE

GRAPHIC & WEB DESIGNER // 2016–2020

Millennium Art Gallery Inc. — Philadelphia, PA

- Led a comprehensive rebrand project delivering new logo, signage system and 15+ marketing assets, resulting in 40% increased brand recognition within 6 months.
- Designed and launched a modern e-commerce website, expanding online presence and increasing sales by 25%

SENIOR GRAPHIC DESIGNER // 2014–2015

Hani Mahfouz Designs — Cairo, Egypt

- Developed brand identities and visual assets for 20+ clients, including book covers, menus and environmental graphics.
- Produced campaign materials including large-format signage and promotional assets for 10+ events, generating 30% increase in client engagement.
- Managed 2–4 projects simultaneously, overseeing work from concept to final production while collaborating with clients.

FOUNDER & DESIGNER // 2014–2015

Vint — Cairo, Egypt

- Created 20+ vintage-style typographic designs across half a dozen product types, e.g., coasters and cushions.
- Streamlined end-to-end production coordinating 5 vendors for printing and fabrication, reducing turnaround time by 25% and cutting costs by 15%.
- Increased brand visibility on social media and in-person by participating in seasonal exhibitions and markets.
- Oversaw sales and fulfillment for 30+ customers.

GRAPHIC DESIGNER & ARTIST // 2013–PRESENT

Freelance

- Created logo for Tonsorium For Polished Man, a men's hair salon.
- Developed designs for Turath, a home accessories startup, inspired by Middle Eastern culture and Egyptian icons.
- Designed album cover for Syrian recording artist Khater Dawa.
- Crafted a logo for Learn German! Lern Deutsch!, a tutoring center in Australia.
- Collaborated with a designer to produce illustrated lesson sheets for a German professor at Goethe-Institut Cairo.

COURSES & TRAINING

Maya 2023 Essential Training
LinkedIn Learning — 2026

Cert Prep: Unity Associate Game Developer // UI and 2D Games
LinkedIn Learning — 2025

Learning Adobe Audition
LinkedIn Learning — 2025

INTERESTS

Languages / AI tools / Gaming / Color Theory / Sculpture / Drawing / Painting / Sewing / Origami / Calligraphy / Building Custom Furniture / Song-writing / Yoga / Cooking

PROJECTS

HAND GESTURE RECOGNITION
ASU — 2025

- Trained a model using an ASL dataset to detect and recognize hand signs.
- Designed a simple UI that converts these signs into letters and numbers.
- Project details: admorsy.com/work/hand-gesture-recognition/

WORK EXPERIENCE (CONTINUED)

JUNIOR GRAPHIC DESIGNER // 2013–2014
Joud Home — Cairo, Egypt

- Developed artwork for home accessories featuring Middle Eastern themes, Egyptian cultural icons and Arabic proverbs and folklore across multiple product types.
- Collaborated on concept development, color palettes and seasonal collections, translating briefs into finalized designs.
- Produced raster and vector artwork using photo editing, color blending and illustration techniques for production-ready designs.
- Designed marketing materials and social media visuals, including posters, banners and product mockups, in coordination with marketing and social media teams.

HMI/SCADA ENGINEER // 2008–2012

AI-Mawared Engineering & Trading (MET) — Cairo, Egypt

- Created HMI/SCADA systems for touchscreen panels and industrial computers to enable real-time monitoring of PLC-driven equipment.
- Configured PLC devices and coordinated seamless data integration, tag mapping and communication protocols.
- Designed intuitive UI/UX layouts with visual standards that improved usability and reduced operator error.
- Upgraded control systems of production lines for major brands including Nestlé and Pepsi by implementing alarms, trend graphs and access permissions to boost efficiency.