

MAHMOUD ELKORDY

Creative Director & 3D Art Director

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SUMMARY

Creative Director and Experiential Design Lead with 20+ years engineering large-scale live entertainment, immersive exhibition spaces, and giga-events across Egypt and the GCC (Saudi Arabia, UAE, Kuwait, Oman) — including a prior Creative Director appointment inside the Saudi market (Mawakeb, Makkah). Track record spans major live concerts in Egypt (including Yanni: The Dream Concert) and Saudi Arabia (the Ahlam Concert), international sporting events in Kuwait (GulfRun GP, the Gulf Bank 642 Marathon, the Flying Start Triathlon), and large-scale activations including the Boulevard Winter Festival and the JW Marriott Riyadh Ramadan Tent in Saudi Arabia. Currently operating as an independent Creative Director following the wind-down of Kordy Studio, fully available for full-time relocation and employer-sponsored placement in Saudi Arabia. Leads multidisciplinary creative teams and integrates AI-assisted workflows (Midjourney, Google AI Studio, Claude, ChatGPT) to accelerate conceptualization from brief to on-site delivery, cutting delivery timelines by up to 25%. Beyond staging — engineering spatial experiences audiences remember, share, and feel.

ADIBF • Dubai Police • UNWTO • The Dubai Mall (Emaar) • Gulf Bank • KIB • Omantel • Marriott • Manarat Al Saadiyat • AUC • Gulf Diwan •

CORE EXPERTISE

Creative Direction & Team Leadership • Client & Stakeholder Management • Concept Development & Brand Storytelling • Spatial & Exhibition Design Strategy • Cross-Market Production (Egypt / GCC) • 3D Visualization Oversight (3ds Max, V-Ray, AutoCAD) • AI-Assisted Visualization & Concept Development (Midjourney, Google AI Studio, Claude, ChatGPT) • Budget & Vendor Management

PROFESSIONAL EXPERIENCE

Creative Director (Freelance) | Egypt, UAE, Kuwait

Jan 2026 – Present

- Transitioned to independent freelance practice following the wind-down of Kordy Studio, delivering creative direction for regional clients across Egypt, the UAE, and Kuwait while pursuing full-time relocation to Saudi Arabia.
- Led creative direction for the KFAS (Kuwait Foundation for the Advancement of Sciences) 50th Anniversary Gala, a large-scale outdoor celebration at the Sheikh Abdullah Al Salem Cultural Centre, Kuwait.
- Delivered the second consecutive winter festival activation for Galleria Mall, Abu Dhabi.
- Directed creative concept and delivery for the "She is Elegant" event.
- Produced the latest Christmas activation for WAFI Mall, Dubai.

Creative Director & Founder | Kordy Studio, Egypt

Dec 2022 – Dec 2025

- Founded and led a full-service creative studio delivering event design, exhibition, and brand-experience projects for regional and government clients across Egypt, the UAE, Kuwait, and Saudi Arabia.
- Directed end-to-end creative strategy — from initial concept and client pitch through spatial planning, 3D visualization, and on-site execution — for corporate summits, retail activations, and cultural galas.
- Saudi Arabia: delivered the JW Marriott Riyadh Ramadan Tent and the El Sewedy Electric Cable Accessories 35th Anniversary exhibition.
- Kuwait: delivered large-scale activations including GulfRun GP, the Gulf Bank 642 Marathon, the Flying Start Triathlon, and the KIB Stadium activation.
- UAE / Egypt: delivered a luxury women's forum at Fairmont Bab Al Bahr Abu Dhabi and an exhibition booth for a Cairo-based food-industry client.
- Managed creative teams, external vendors, and client relationships simultaneously across multiple GCC markets, adapting concept and tone to each market's cultural and commercial expectations.
- Integrated AI-assisted workflows — Midjourney, Google AI Studio, Claude, and ChatGPT for visualization, concept development, and prompt engineering — into the studio's pipeline, cutting delivery timelines by up to 25% versus traditional workflows.

Senior Design Manager | Illusion Media, Egypt

Dec 2021 – Dec 2022

- Directed creative output for events, exhibitions, and BTL activations for a portfolio of MENA-region clients.
- Built and mentored a cross-functional design team, aligning 3D concept work with production and client-facing teams.
- Oversaw the transition of design concepts from 3D visualization into physical build specifications for live events.

Independent Creative Director (Freelance) | Egypt, UAE, Kuwait, KSA

Jul 2020 – Dec 2021

- Led creative direction on the Saudi Aramco Excellence Awards ceremony, delivering a high-stakes awards experience for one of the world's largest corporate clients.
- Delivered creative direction for regional festival and government activations across Egypt, the UAE, Kuwait, and Saudi Arabia, including a Gulf Cup cultural pavilion in Kuwait, the Boulevard Winter Festival in Saudi Arabia, and a Dubai Police public-safety campaign.
- Operated as an independent creative lead, managing client relationships and design delivery directly across four markets without in-house studio support.

Senior Creative 3D Designer & Creative Specialist | Arena, Middle East, Asia & Dubai

Dec 2017 – Jun 2020

- Led 3D creative concept development for corporate and live entertainment clients across the Middle East and Asia, reporting into Arena's regional production leadership.
- Directed 3D design and spatial planning for major regional activations, including Urban Weekend at Manarat Al Saadiyat and the Motiongate Dubai Fright Nights seasonal event.
- Delivered recurring client engagements including Al Futtaim's year-end event, Dragon Mart's seasonal activations, and Masdar's Brown Bag Lunch series during Abu Dhabi Sustainability Week (ADSW).
- Designed and delivered Al Ain Oasis activities across two consecutive years, sustaining a long-term client relationship through repeat annual programming.
- Partnered directly with senior client stakeholders to translate brand objectives into spatial and scenic design solutions under live-event deadlines.
- Delivered the design and staging for the Ahlam Concert in Saudi Arabia.

Design Team Leader | Promoters International, Cairo

Jun 2014 – Nov 2017

- Led a design team producing visual concepts and staging for Egypt's most prestigious concerts and large-scale live productions.
- Directed design execution for major concerts including Amr Diab's Marsa Matrouh series (3 shows), Yanni: The Dream Concert, King Mounir (2 shows), Nancy Ajram, and Majida El Roumi, among other major regional live productions, including the Al Ahram Drama Awards (Ramadan 2016).
- Shaped the studio's creative and design strategy in direct collaboration with event managers and senior stakeholders.

Creative Director | Mawakeb, Makkah, Saudi Arabia

Dec 2012 – Dec 2013

- Held full Creative Director responsibility inside the Saudi market — directing concept development and client presentation for regional clients based in the Kingdom.
- Gained first-hand experience with Saudi client expectations, review processes, and production standards ahead of the Vision 2030 events boom.

EARLY CAREER

- Creative Director | Spark Advertising, Cairo — Jan–Jun 2014
- Creative Director | Ayot International, Cairo — May 2011–Nov 2012
- Assistant Creative Studio | Promo AD, Cairo — Jan–Dec 2010
- Senior Designer | Promoters, Cairo — Feb 2008–Nov 2009
- Junior Designer | Free Line, Cairo — Dec 2006–Jan 2008

PROFESSIONAL DEVELOPMENT

Creative Leadership • Management with Innovation • Design Thinking • Strategic Marketing • AI Prompt Engineering Frameworks

EDUCATION & LANGUAGES

Education: Bachelor's Degree, Decoration & Interior Design — Faculty of Fine Arts, Helwan University, Cairo (2006)

Languages: Arabic — Native | English — Professional working proficiency