

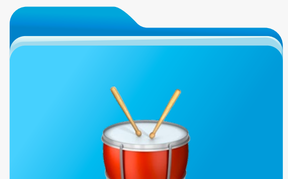




MUSTAFA AMER

ART DIRECTOR





2026 DARK MODE – OFF



MULTI-DIMENSIONAL CREATIVE ✨ 🧠

Thats what I would say if you ask me about me. My passion for music, tech, and writing allows me to approach every project with a multi-dimensional lens. My work doesn`t start on a screen, it usually starts with a pen, a paper and a can of diet redbull, where ideas are raw, fast, and unrestricted. It's where I explore directions without limitations, focusing purely on planning the work before working the plan.

I don't see creativity as just visuals. It's thinking, structure, and intention working together to create something that not only looks good, but actually does something.

WHAT I DO

Creative Strategy · Art Direction · Graphic Design · Motion Design · Music Production · Songwriting · Ai Workflows · 3D · UX/UI



HIGHLIGHTED PROJECTS

Mix of stuff im proud of.

Your Future is Yours

Achieve Education Aborad - Iraq

Backgound

In Iraq, one grade decides everything. The 12th grade national exam defines university admissions, career paths, and family pride. It's the most stressful time in a student's life. One point can reshape an entire future, Thats where AEA steps in, to provide study abroad solutions that is far from the local system.

Idea

"Your Future is Yours" We put control back in students' hands, reframing success as freedom of choice and not just a number.

Execution

A three-stage digital campaign timed with exam results. We spark anxiety then ease pressure with humor then reignite hope.

Scope

This campaign was an initiative!
Strategy - Creative - Production Supervision - Art Direction

مستقبلك أنت أختاره

3 Mini TVC addressing each persona





Maintainance Content







Influencer Collaboration

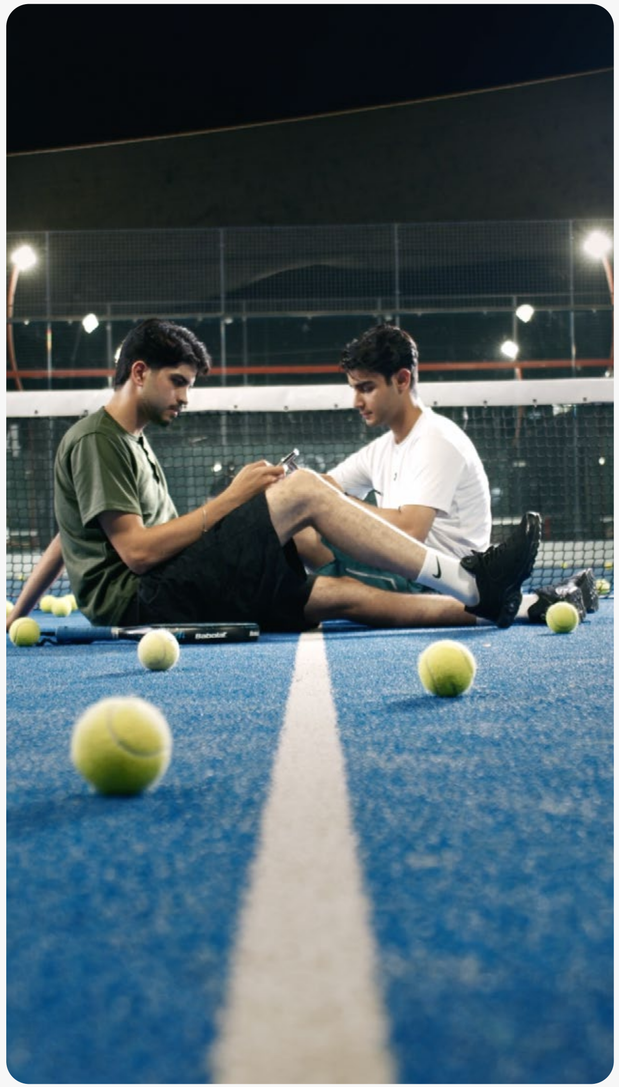




COPY 01
ZIYAD THE DOCTOR



COPY 02
SAMI THE ARTIST



COPY 03
RIYADH THE SPOILED

What Are You Waiting For?

Click To Travel - Iraq

Backgound

In a market flooded with identical travel agencies offering the same destinations, the category became commoditized. At the same time, marriage in Iraq happens young, and with it comes intense pressure especially on honeymoon decisions. Social media amplified expectations, turning travel into a competitive statement rather than just a getaway.

Idea

Instead of solving the conflict, we embraced it. We turned decision-making into entertainment. Not a problem to solve, but a story to watch.

Execution

We brought the insight to life through drama-led storytelling, inspired by the same Turkish and Korean series the audience consumes.

Scope

Creative - Production Supervision - Art Direction





COPY 01
COUPLES THERAPY



COPY 02
DUBAI? REALLY?

Flip it

AUX AIR CONDITIONER - Iraq

Backgound

Iraq faces some of the most extreme summer conditions globally, with temperatures often exceeding 50°C. Air conditioner communication in the market focuses on functional claims: cooling power, energy saving, durability. Rational, but forgettable.

Idea

When heat reaches unbearable levels, people not only feel uncomfortable… they flip. The idea reframes heat as a behavioral trigger, not a temperature. It pushes people into exaggerated, irrational, and unexpected reactions. AUX is the only thing that brings people back to control.

Execution

A series of connected humorous films showing people "flipping" under heat, each moving from a normal moment to exaggerated behavior, then resolved by AUX restoring control across different personas.

Scope

Part Creative - Graphic Design



MAIN COPY

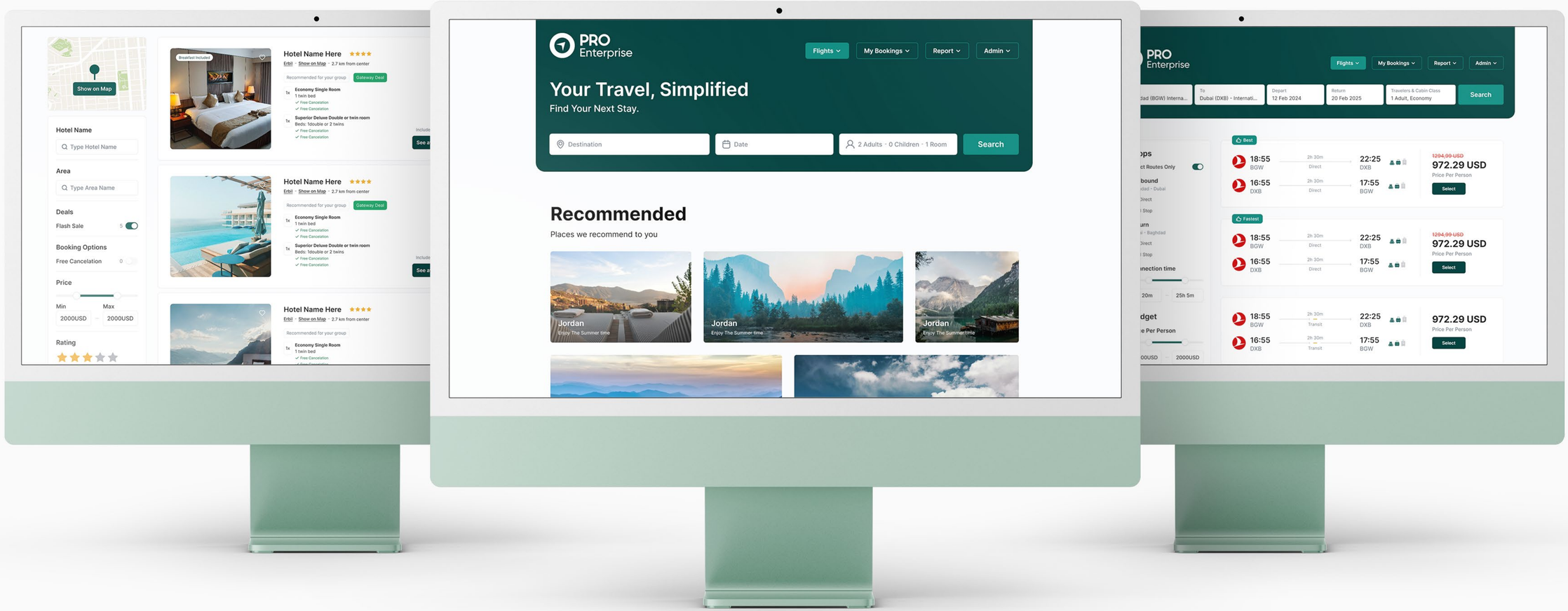
FLIP IT – AUX

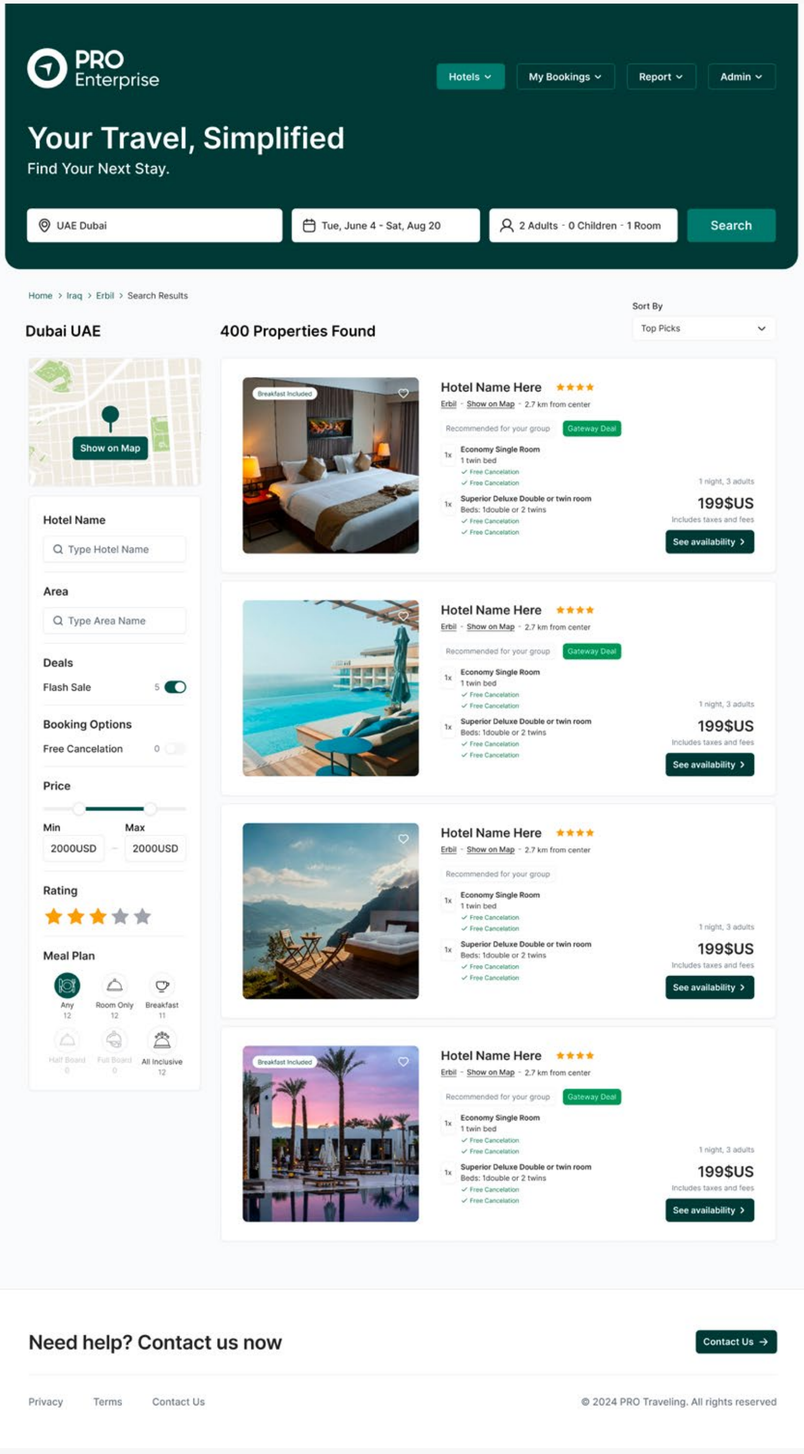
PRO ENTERPRISE

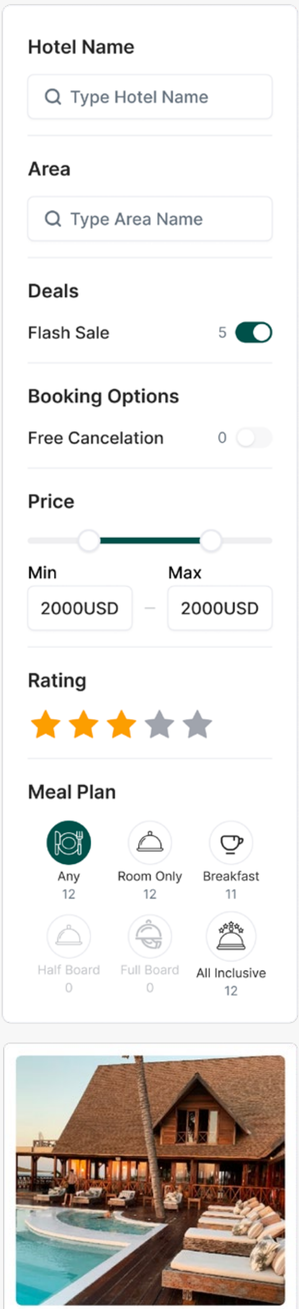
The task was simple, create the cleanest travel web app the market have ever seen.

The UX leaned to prioritize speed and control, streamlining booking flows so users can move from search to confirmation with minimal friction.

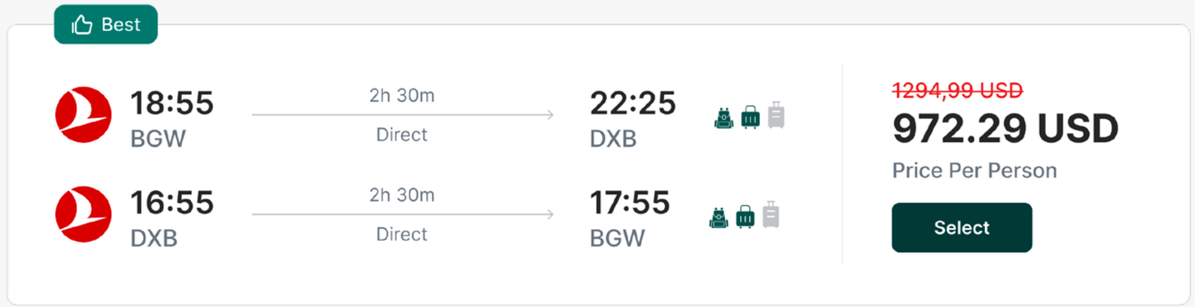
The UI follows a minimal, structured approach with a restrained visual language that keeps the focus on content. Given the density of travel data like flights, pricing, and policies, the design organizes information in a way that is easy to scan and act on.

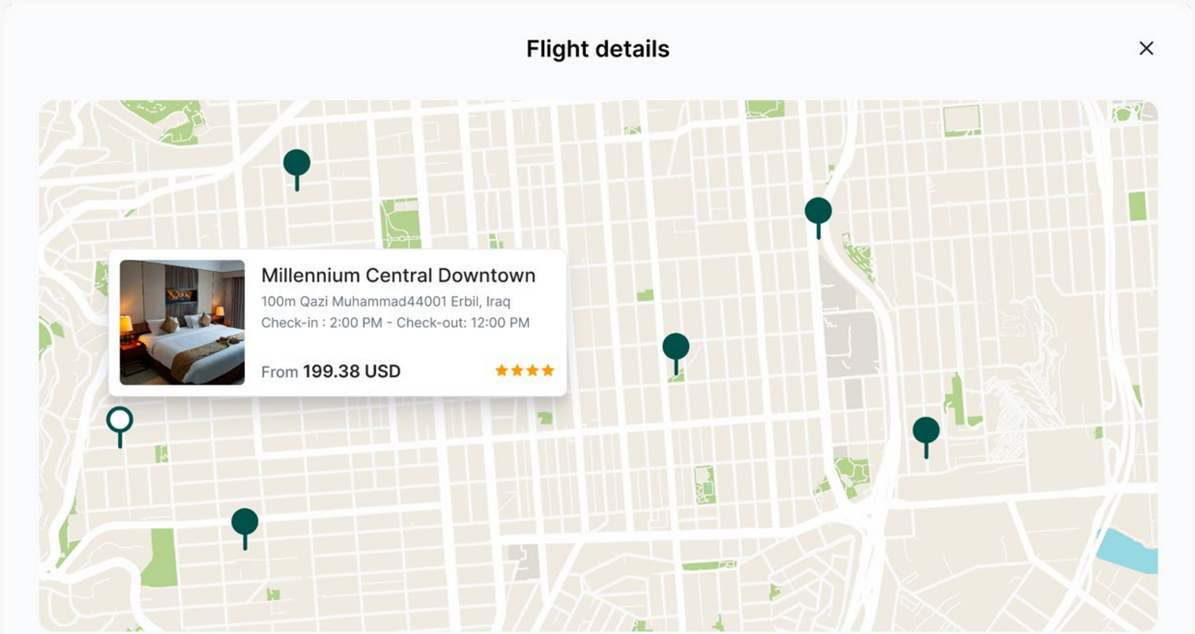


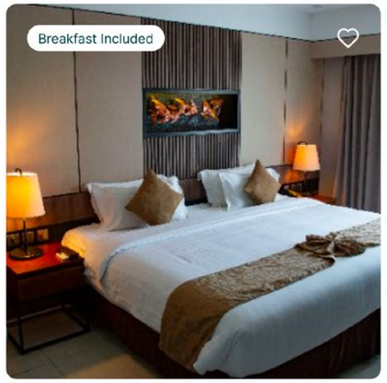

PRO Enterprise
Hotels
My Bookings
Report
Admin
Your Travel, Simplified
Find Your Next Stay.
UAE Dubai
Tue, June 4 - Sat, Aug 20
2 Adults · 0 Children · 1 Room
Search
Home > Iraq > Erbil > Search Results
Dubai UAE
400 Properties Found
Sort By
Top Picks
Show on Map
Hotel Name
Type Hotel Name
Area
Type Area Name
Deals
Flash Sale 5
Booking Options
Free Cancelation 0
Price
Min 2000USD
Max 2000USD
Rating
Meal Plan
Any 12
Room Only 12
Breakfast 11
Half Board 0
Full Board 0
All Inclusive 12
Hotel Name Here
Erbil · Show on Map · 2.7 km from center
Recommended for your group
Gateway Deal
Economy Single Room
1 twin bed
Free Cancelation
Superior Deluxe Double or twin room
Beds: 1double or 2 twins
1 night, 3 adults
199$US
Includes taxes and fees
See availability
Breakfast Included
Need help? Contact us now
Contact Us
Privacy
Terms
Contact Us
© 2024 PRO Traveling. All rights reserved


Hotel Name
Type Hotel Name
Area
Type Area Name
Deals
Flash Sale 5
Booking Options
Free Cancelation 0
Price
Min 2000USD
Max 2000USD
Rating
Meal Plan
Any 12
Room Only 12
Breakfast 11
Half Board 0
Full Board 0
All Inclusive 12

The Handson Season
Old Town, Poland, Kraków
Starts From 1,998US


Best
18:55
BGW
2h 30m
Direct
22:25
DXB
16:55
DXB
2h 30m
Direct
17:55
BGW
1294,99 USD
972.29 USD
Price Per Person
Select


Flight details
Millennium Central Downtown
100m Qazi Muhammad44001 Erbil, Iraq
Check-in : 2:00 PM - Check-out: 12:00 PM
From 199.38 USD


Breakfast Included
Hotel Name Here
Erbil - Show on Map - 2.7 km from center
Recommended for your group
Gateway Deal
1x
Economy Single Room
1 twin bed
Free Cancelation
Free Cancelation
1x
Superior Deluxe Double or twin room
Beds: 1double or 2 twins
Free Cancelation
Free Cancelation
1 night, 3 adults
199$US
Includes taxes and fees
See availability



BRANDING

Brand Identities built one big ideas





LORO

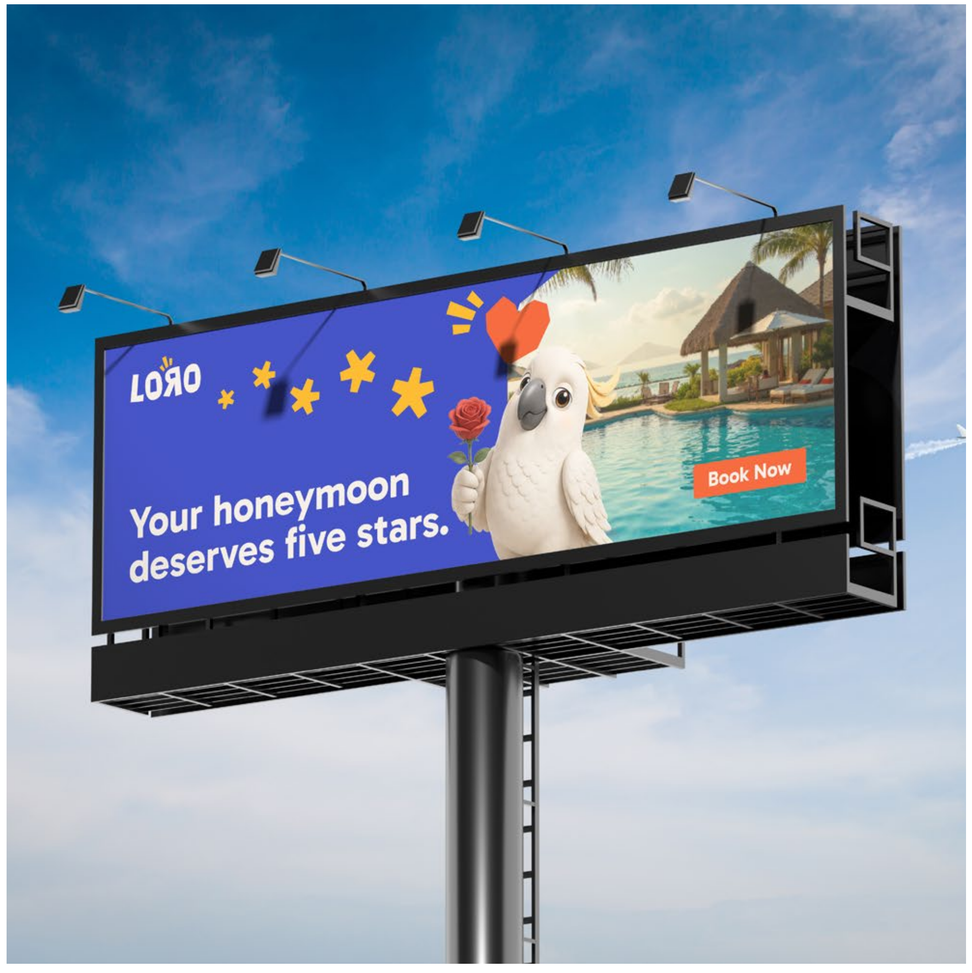
AI Travel Companion Brand Identity

Overview
LORO is an AI-powered travel companion created for the modern Arab traveller. Rather than acting as another booking platform, the brand positions itself as a trusted companion that plans, remembers, and supports every journey.

The Challenge
Travel planning has become fragmented and overwhelming. Existing platforms focus on transactions, leaving users to compare endless options on their own. The opportunity was to create a brand people could trust—not just use.

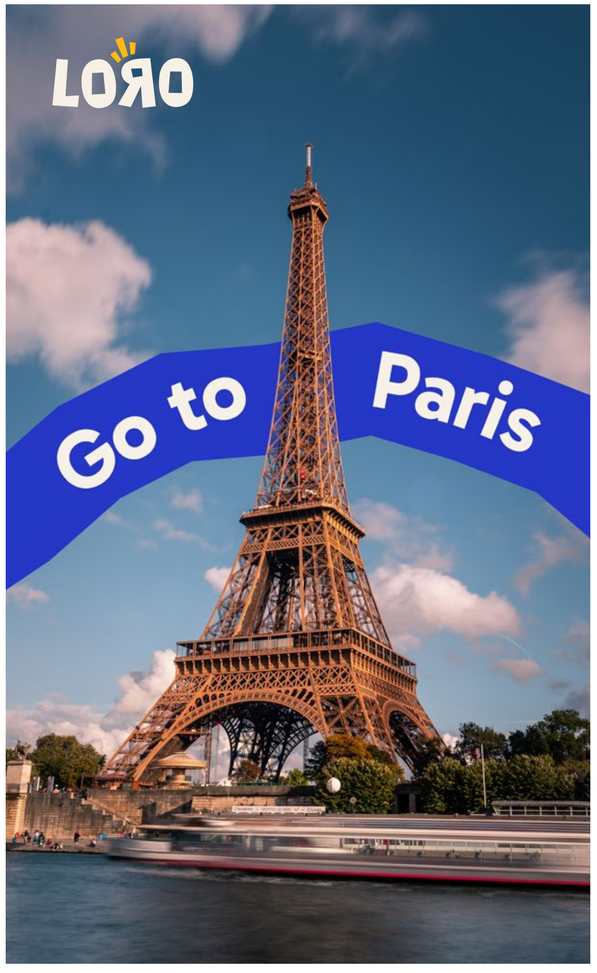
The Idea – Never Travel Alone.
Inspired by the intelligence and loyalty of a parrot, LORO was designed as an AI companion that learns from every traveller, anticipates their needs, and stays with them from the first idea to their safe return.

Visual Direction
LORO's identity brings the idea of "Never Travel Alone" to life through a bold, handcrafted visual language that feels approachable, optimistic, and distinctly human. The system balances playful expression with premium execution, making AI feel less like technology and more like a trusted travel companion.


LORO
Your honeymoon
deserves five stars.
Book Now


In the middle
of nature!
LORO


50%
sales


LORO
Go to
Paris


LORO
Bali
Sales
50%


LORO
Italy
Sales
30%


LORO
Korea
Sales
20%

nas

BAGHDAD

NAS BAGHDAD

Strategic Expansion Partner

Overview
NAS Baghdad is a strategic partner that helps international brands enter and grow across Iraq and the region. The identity was designed to communicate trust, structure, and opportunity through a scalable visual system.

The Challenge
Develop an identity that positions NAS beyond a traditional agency, creating a brand capable of representing multiple regional offices while expressing confidence, clarity, and international credibility.

The Idea – Opening Doorways.
The brand is built around the idea of creating access between global brands and emerging markets. The custom lowercase "n" becomes a symbolic doorway, representing opportunity, movement, and connection across cities, partners, and people.

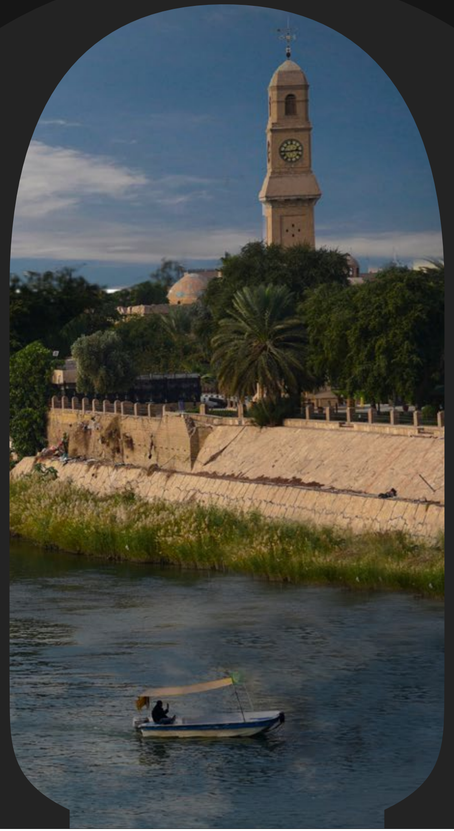
Visual Direction
The visual identity combines editorial minimalism with architectural precision to create a refined corporate language. Inspired by the geometry of the doorway symbol, the system uses premium typography, restrained monochrome palettes, dramatic editorial photography, and abstract graphic elements that communicate confidence, sophistication, and growth.

Opening Doorawys.

DUBAI

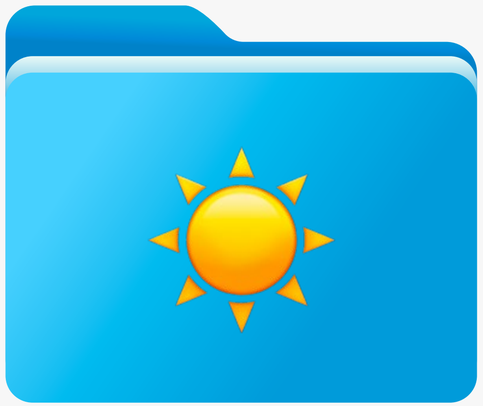


BAGHDAD



RIYADH



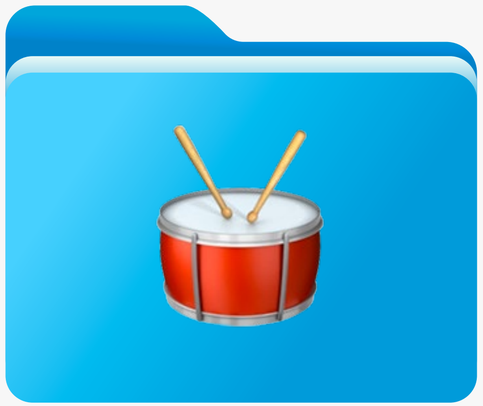


OOH

Designed to be seen.


اتحكم بالصوت
واگلبها اواكس
هلو ليسا
AUX
DC INVERTER
AUX
AIR CONDITIONING
7997
شركة الثقة الدولية
الوكيل الحصري في العراق
TRUST


PHILIPS
شلونك أغاتي!
فيلبس وصل العراق
80008001
العظمى
ezma



MUSIC ADS

Written, produced, shot and sung by yours truly.



CLICK TO TRAVEL
FULLY SECURED



PRO TRAVELING
YOUR TRAVEL YOUR WAY



AEA IQ
IM ACHIEVER



STATIC WORK

Mix of ai, 3d and graphic.


أخذ شاشة ازارا
لأن عينك تستاهل الـ4K
TRUST
AZARA


اوكما تكفي وتوفي
كل مسواگچ الشهري
TRUST
AUCMA


2X رادیتر
یگلبلك الجو برودة
AUX
شركة الثقة الدولية
الوكيل الحصري في العراق
TRUST


3 اطعام
ادمـاااان
ICESTAR
Goldy


قسطها
واستثمر بشي باقي للعمر
AUX
شركة الثقة الدولية
الوكيل الحصري في العراق
TRUST


CLICK


MERRY
Christmas
كل عام وانتم بخير
TRUST
International For Electronics
AZARA


بأقسى انواع الظروف
الضاغط الياباني بالمتانة معروف!
PHILIPS


فنان بالتحكم
AUX
AUX
شركة الثقة الدولية
الوصل الحضري في العراق
TRUST


بيكم نفتخر وبعيدكم نهنيكم
عيد عمال سعيد
TRUST
#الثقة_ إلها_ أهلها


شلونك اغاتي
فيلبس وصل العراق
PHILIPS


أقوى الخصومات
على فنادقك المفضلة
One Hotel
40%
Midtown Hotel
31%
حمل التطبيق
App Store
Google Play
LORO


وفر على نفسك مصاريف
5 مستويات للتحكم بالأمبيرية
L1 L2 L3 L4 L5
2A 3A 4A 5A 6A
PHILIPS


MERRY
Christmas
سنـــة سعيـــدة
#على_كيف_كيفك
PRO


14 تموز، يوم تأسيس الجمهورية العراقية
عالي ياوطن عالي
الله اكبر
AUX
TRUST


مُبارك عَليكم الشَّهر
#على_كيف_كيفك
PRO


العمودي الانفيرتر متوفر!
اطلبه هسه
4 طن
3 طن
2 طن
AUX
TRUST


شجع وتوقع
اول گول على منو حيجي؟
VS
AUX
TRUST


أنتِ تحكّمين المشهد
You rule the scene
DESA



24 FRAMES PER SECOND

Mix of ai and motion graphics.


انعرضت اكثر من 147 مرة على الشرقية
AZARA


قوية بالأداء
تتحمل كل الأجواء
AUX
DC Inverter


خصومات العيد
لا تفوتها من
شونك!


على صحة عائلتج


AUCMA
كسلحة بيتنا


تأشيرة السعودية
3 - 5 | ايام عمل
220,000IQD


WATCH
HERE

THANK YOU 🙏

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