



*Mohamad Steif*

## Personal Details

**Mohamad Steif**

Location: Bursa, Türkiye  
Nationality: Syrian

design@dsteif.com  
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## Professional Summary

Graphic designer specialized in visual identities & branding, founder of Tokyo Creative Agency in Bursa, Türkiye. Experienced in design, photography, digital marketing, and advertising campaigns. I help brands build strong and memorable identities that connect with audiences and drive growth. Known for blending creativity, strategic thinking, and hands-on execution

## Experience

### **Freelance Graphic Designer & Brand Identity Specialist** ----- ( 2019–2021 )

- Designed and delivered visual identities for startups and established businesses across multiple industries.
- Created logos, brand guidelines, and scalable visual systems that ensured consistency and memorability.
- Developed digital marketing campaigns and crafted engaging social media content.
- Directed and executed professional photography projects for commercial use.
- Built brand strategies that improved engagement and campaign performance.
- Worked with clients in education, tourism, retail, and hospitality, delivering tailored solutions.
- Increased client satisfaction and repeat business through creative, strategic, and result-oriented design.

### **Founder & Creative Director** ----- Tokyo Creative ( 2021–2025 )

- Founded a branding & advertising agency in Bursa, Türkiye.
- Led brand identity projects for startups and established businesses.
- Delivered digital marketing campaigns and high-quality social media designs.
- Directed professional photography projects for diverse clients.
- Developed branding strategies that improved engagement and campaign results.

## Education & Certifications

- Self-directed graphic design studies since ----- 2017
- Brand Identity - Kiron Community Certificate -----2019
- Web Design & Coding Program - Anadolu University -----2022

## Core Skills

- Brand Identity & Logo Design
- Brand Strategy & Content Development
- Creative Project & Campaign Management
- WordPress Website Design
- Digital Marketing & Performance Analysis

## Languages

- Arabic ----- (Native) 100%
- Turkish ----- (Advanced) 80%
- English ----- (Intermediate) 70%

## Tools

- Adobe Illustrator----- 100%
- Adobe Photoshop----- 100%
- Adobe Lightroom ----- 80%
- Adobe Premiere Pro----- 70%
- Adobe After effects----- 70%
- Figma----- 90%
- WordPress----- 95%

## Value Proposition

I transform business visions into integrated brand identities—from logo to digital campaigns. I ensure consistency and impact across all brand touchpoints, including design, social media, and advertising. My goal: to build brands that are distinctive, cohesive, and commercially effective

## Portfolio & Contact

Check my portfolio for selected branding, design, and web projects ----- <http://www.dsteif.com/>

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