



Mohamad Steif

Personal Details

Mohamad Steif

Location: Bursa, Türkiye

Nationality: Syrian

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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

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%

Core Skills

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

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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