



CREATIVE CONCEPTS

VISUAL DIRECTION

ADVERTISING

BRANDING

—I craft **visual ideas** that build
a stronger dialogue between
brands and the people
they **speak** to.

PORTFOLIO

V.26

Hello! Hello!

I'm Ahmed Elkilany.

Senior Designer specializing in branding, advertising, and visual direction.

Curious by nature and driven by clarity, I've always been drawn to the spaces where ideas become visuals and visuals become communication. My work sits between creativity and intention — shaping concepts into designs that help brands speak clearly and connect with people in meaningful ways.

I approach every project with a mix of strategic thinking, visual sensitivity, and a constant desire to simplify the complex.



What I Do

Branding _____ Building visual identities defined by clarity, meaning, and a cohesive brand system.

Advertising _____ Crafting key visuals and communication-focused designs that make ideas clear, memorable, and human.

Visual Direction _____ Shaping the visual tone, mood, and narrative to create clear, cohesive design experiences.

I create visual systems, key visuals, and communication-driven designs
that help brands speak clearly and build meaningful connection with people.

- Creative Concept Development
- Visual Problem Solving
- System-based Design Thinking
- Narrative-driven Communication

Clients I've Worked With

Clients | P.04



How I Do

01 — Understand

I begin by understanding the brand, the brief, and the core message behind the project collecting insights and defining a clear, grounded objective.

02 — Think

I explore creative directions, translate ideas into visual logic, and form the strategic foundation that guides the design.

03 — Design

I craft key visuals, visual systems, and communication-driven designs built on clarity, intention, and strong visual structure.

04 — Develop

I adapt the direction across different formats — branding, key visuals, social media, and digital assets ensuring consistency and impact throughout.

05 — Deliver

I refine, finalize, and prepare high-quality outputs that maintain clarity, accuracy, and strong, consistent brand communication.

Clarity — Creativity — Connection

**I create visuals that let people feel what brands
are trying to say.**



My Selective Work

A collection of my most impactful and creative work that showcases my expertise in branding, advertising, and visual direction.

A black and white photograph of a man with a beard and short hair, wearing a dark suit jacket over a light-colored shirt. He is standing in a field with tall grass or crops, and a thick mist or fog surrounds him, creating a hazy, ethereal atmosphere. The background shows some distant trees or structures.

Advertising & Key Visuals

A selection of visual concepts, campaign artworks, and creative advertising pieces.

/Q1 MG – ZS EV 2025

Key Visual Campaign

MG - KV — P09

An emotional key visual created to introduce the MG ZS EV 2025, highlighting family connection, modern lifestyle, and the vision of a cleaner, electric future. The visual blends cinematic lighting with warm storytelling to position the car as the heart of every family journey.

Role: Key Visual Design, Art Direction, Retouching Supervision

Egypt – 2025
Industry: Automotive

The visual direction focuses on:

- Family connection and human storytelling
- Modern architecture to reflect an elevated lifestyle
- Soft sunset tones to convey comfort and trust
- Clean automotive highlights emphasizing the EV design



Alternative Lighting & Angle Direction



Lifestyle Moments & Family Scenarios

MG - KV | P.12



OOH Adaptation — Billboard



/Q2 Chevrolet — Camaro 5th Gen

Key Visual Campaign

A cinematic key visual created for the 5th generation Chevrolet Camaro crafted to embody raw American muscle, iconic power, and bold presence. The visual direction blends dramatic lighting, storm-driven atmosphere, and heroic composition to position the Camaro as a symbol of dominance, control, and untamed performance.



Egypt – 2025
Industry: Automotive

Visual Direction Focuses On:

- Power-driven atmosphere inspired by storm energy
- Bold lighting to emphasize the Camaro's aggressive lines
- Rugged environment to contrast the clean muscle design
- Heroic composition showcasing dominance and control



Cinematic Perspectives & Heroic Angles

Chevrolet - KV | P.16



Cinematic Mood Shots

Chevrolet - KV | p.17



OOH Adaptation — Billboard



CHEVROLET

THE OWN THE STORM

CHEVROLET 5th CAMARO

Born from pure American muscle —
the 5th generation Camaro is where heritage meets performance.
A symbol of control, power, and iconic design.

Production: 2009 – 2015
Engine: 7.0L LS7 V8 (505 hp / 377 kW)
Top Speed: 296 km/h
Transmission: 6-Speed Manual
Drive Type: Rear-Wheel Drive

The billboard features a yellow Chevrolet Camaro driving through a turbulent storm, with the text "THE OWN THE STORM" integrated into the clouds above it. The bottom left corner contains the text "CHEVROLET 5th CAMARO" and a small emblem. The bottom right corner lists technical specifications for the car. The billboard is set against a backdrop of a dramatic, cloudy sky.

/03 Range Rover — Sport Edition

Key Visual Campaign

A cinematic key visual crafted to elevate the Range Rover Sport as a symbol of luxury, strength, and ultimate control. The visual direction blends dramatic night lighting, cliff-edge composition, and premium automotive styling to highlight the vehicle's unmatched capability.



Egypt – 2025
Industry: Automotive

Visual Direction Focuses On:

A dramatic night scene emphasizing power, elegance, and dominance.

Strong contrast, moonlit highlights, and a heroic composition establish the Range Rover Sport as the king of off-road luxury.



Daylight Visual Direction & Adaptations

Range Rover - KV | P.2



Cinematic Mood Shots



OOH Adaptation — Billboard



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING
ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET
DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE
ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILIS LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. QUIS IPSUM SUSPENDISSE ULTRICES GRAVIDA. RISUS COMMODO VIVERRA MAECENAS ACCUMSAN LACUS VEL FACILIS

RANGE
ROVER

BMW — Drive Beyond

Key Visual Campaign

A cinematic key visual crafted for BMW to embody precision engineering, dynamic performance, and modern luxury. The visual direction blends futuristic gradients, aerodynamic motion cues, and premium automotive styling to highlight BMW's signature driving experience.

Egypt – 2025
Industry: Automotive



Visual Direction Focuses On:

- Futuristic environment inspired by speed, precision, and innovation
- Gradient lighting to enhance BMW's sculpted aerodynamic surfaces
- Clean premium ambiance reflecting modern luxury
- Motion-driven storytelling expressing limitless performance



Performance Flow Visuals

BMW - KV | P.26



Performance Flow Visuals

BMW - KV | P.27



OOH Adaptation — Billboard

BMW - KV | P.28



A faint, semi-transparent background image shows a man from the waist up, wearing a dark, belted trench coat. He has a beard and is looking slightly to his left. The background is a soft-focus landscape with mist or fog.

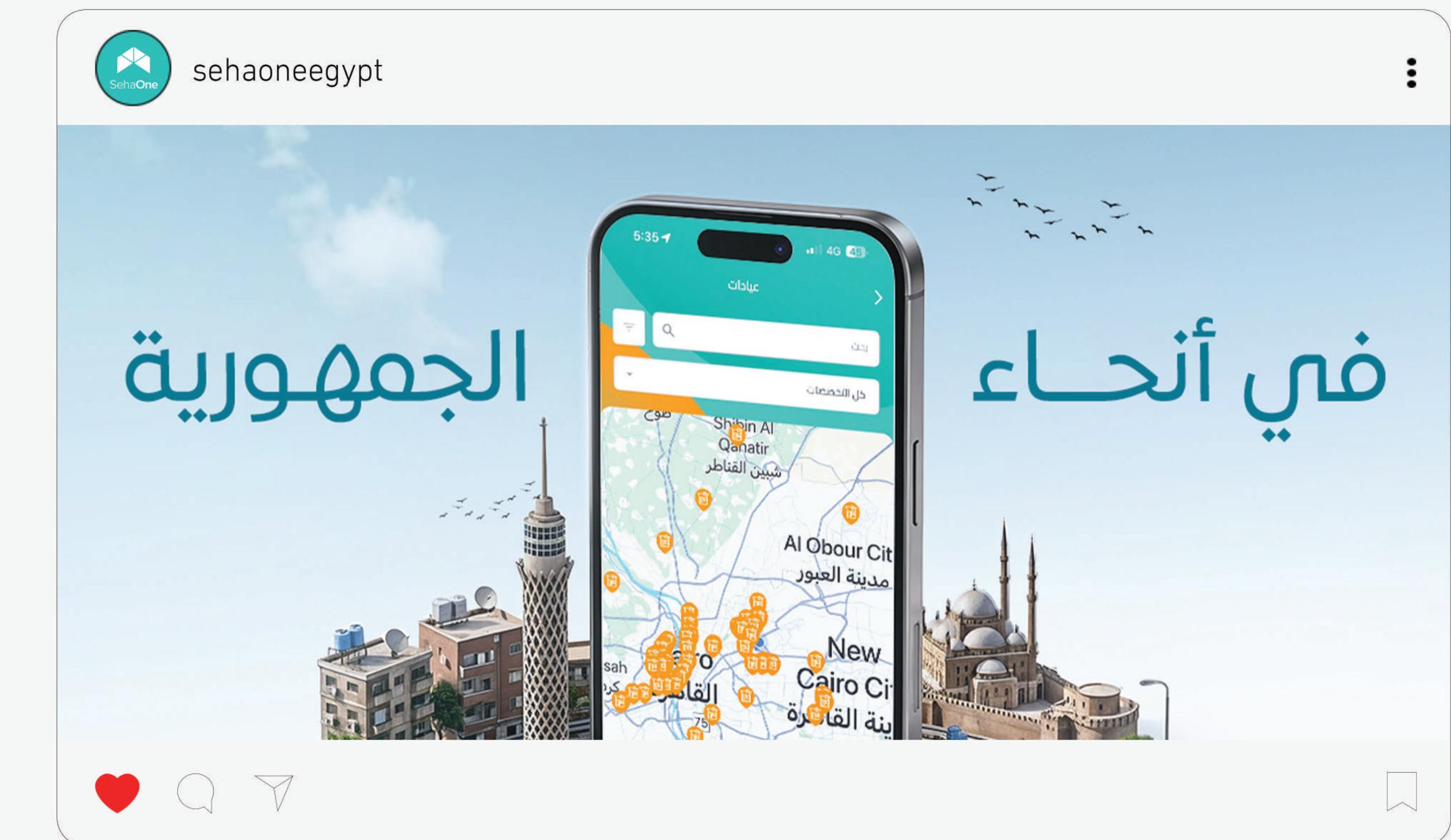
Advertising & Social Media

A curated collection of social media visuals, creative posts, and digital brand expressions crafted to elevate engagement and storytelling across online platforms.

Sehaone

Social Media Designs

Objective: Develop a modern and engaging social media direction for SehaOne, one of Egypt's leading health-insurance and medical-services platforms. The goal was to create informative, emotional, and awareness-driven visuals that reflect the brand's human approach, service reliability, and nationwide coverage.

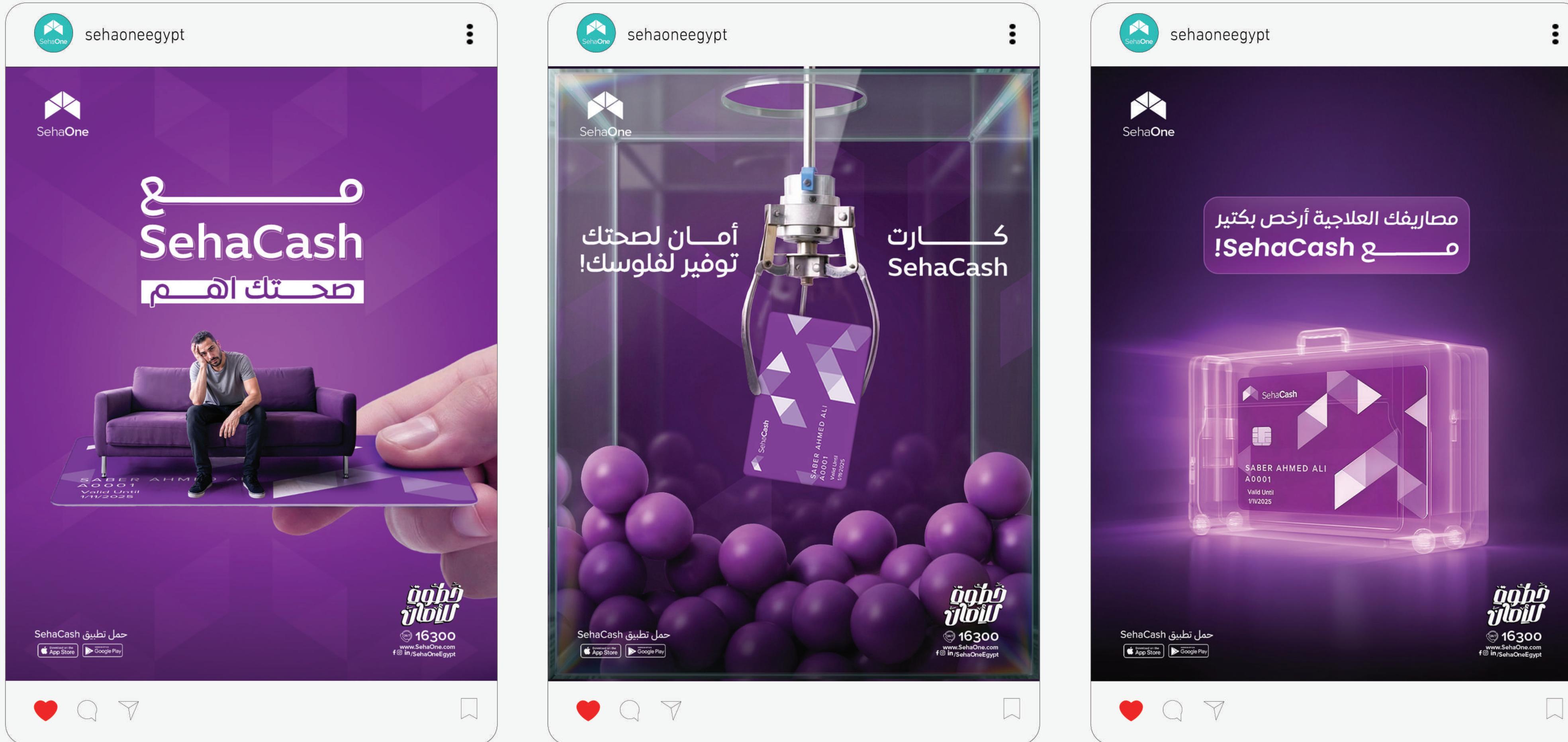


Egypt – 2025

Agency: Dlight

Industry: Health Insurance / Medical Services





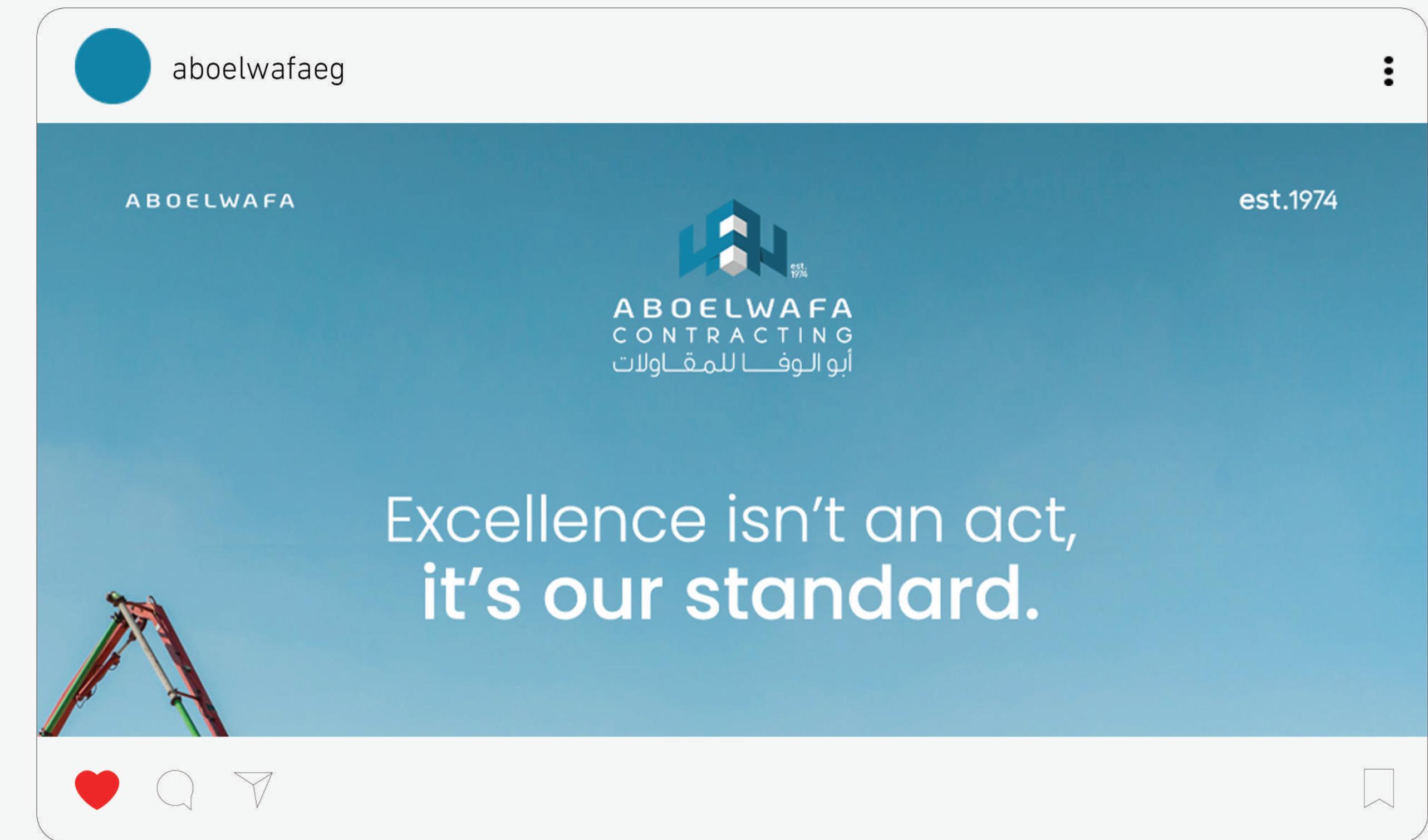
Aboelwafa

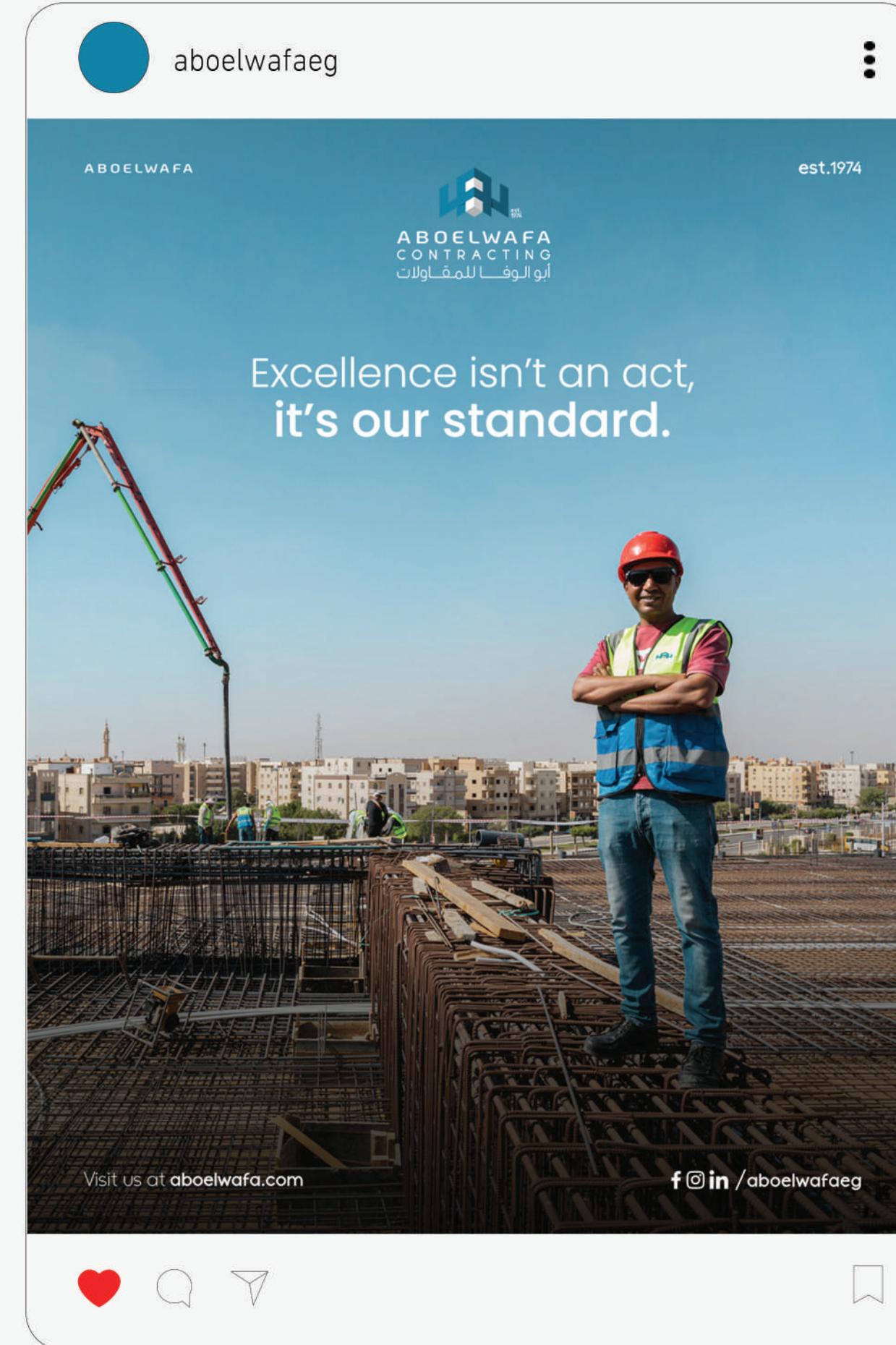
Social Media Designs

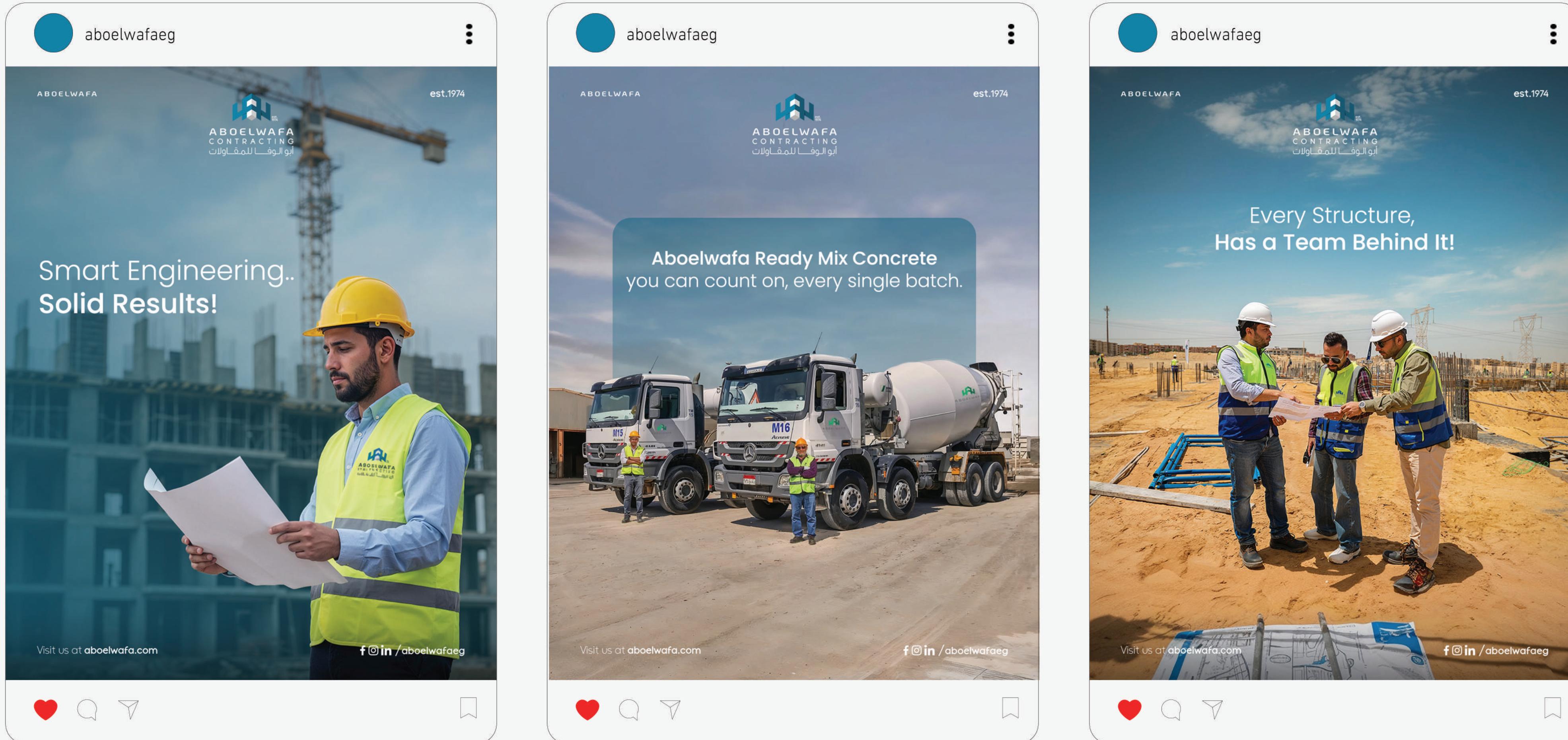
Aboelwafa | P33

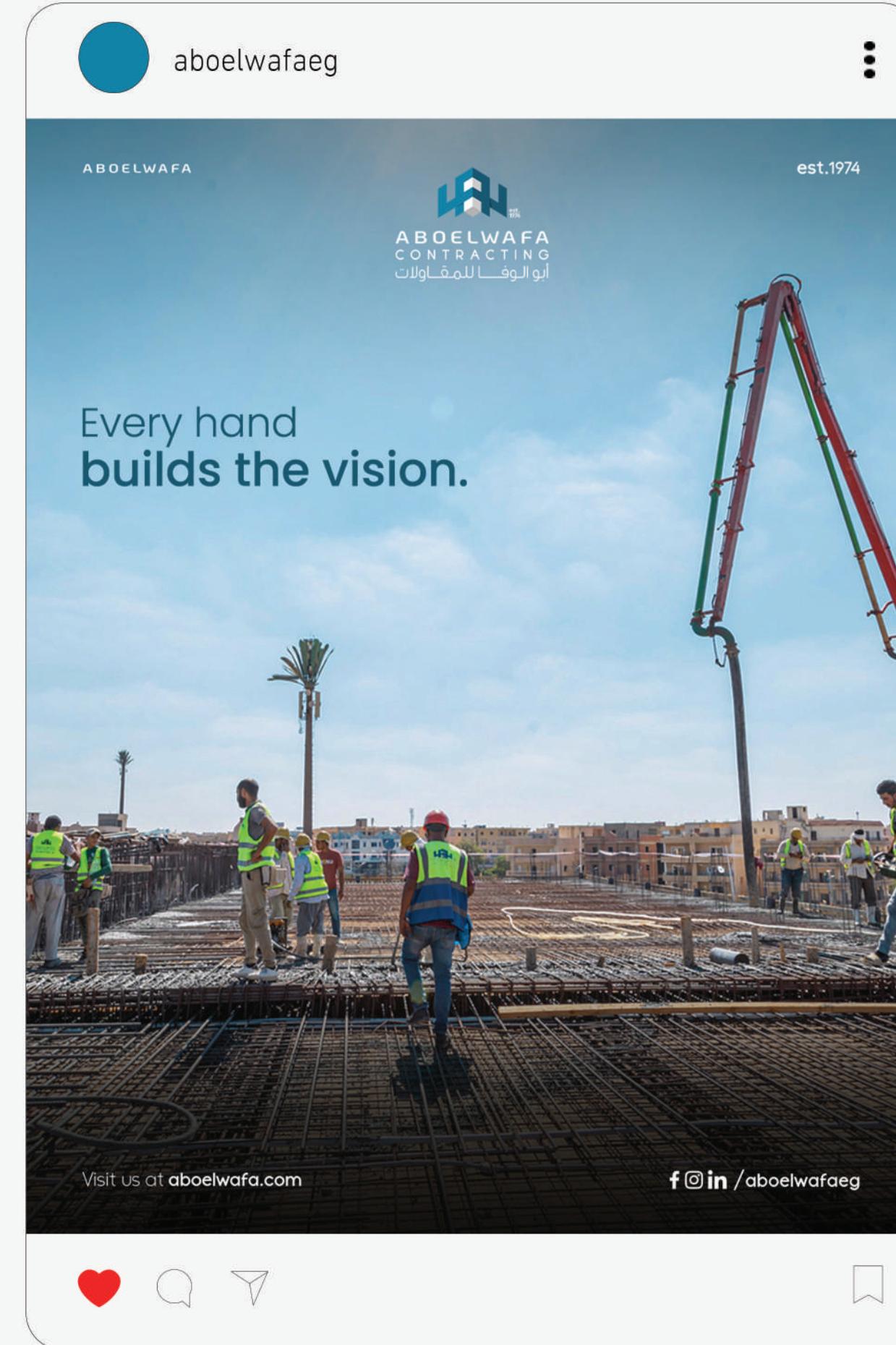
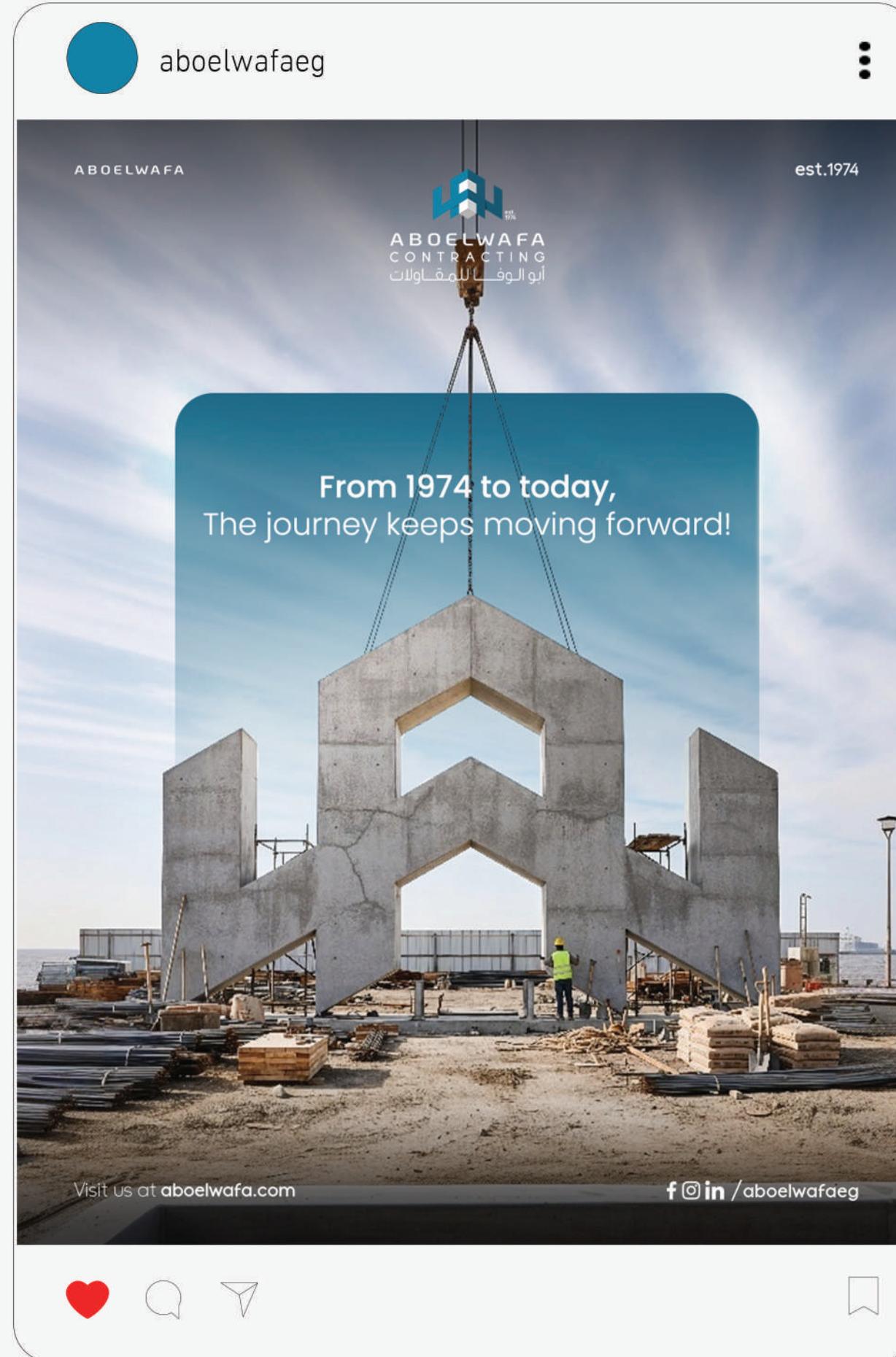
Objective: Develop a strong and modern social media presence for Aboelwafa Contracting—one of Egypt's established contracting companies since 1974. The goal was to reflect the company's legacy, engineering strength, and commitment to high-quality construction through clean visuals, bold messaging, and realistic on-site photography.

Egypt – 2025
Agency: Dlight
Industry: Construction





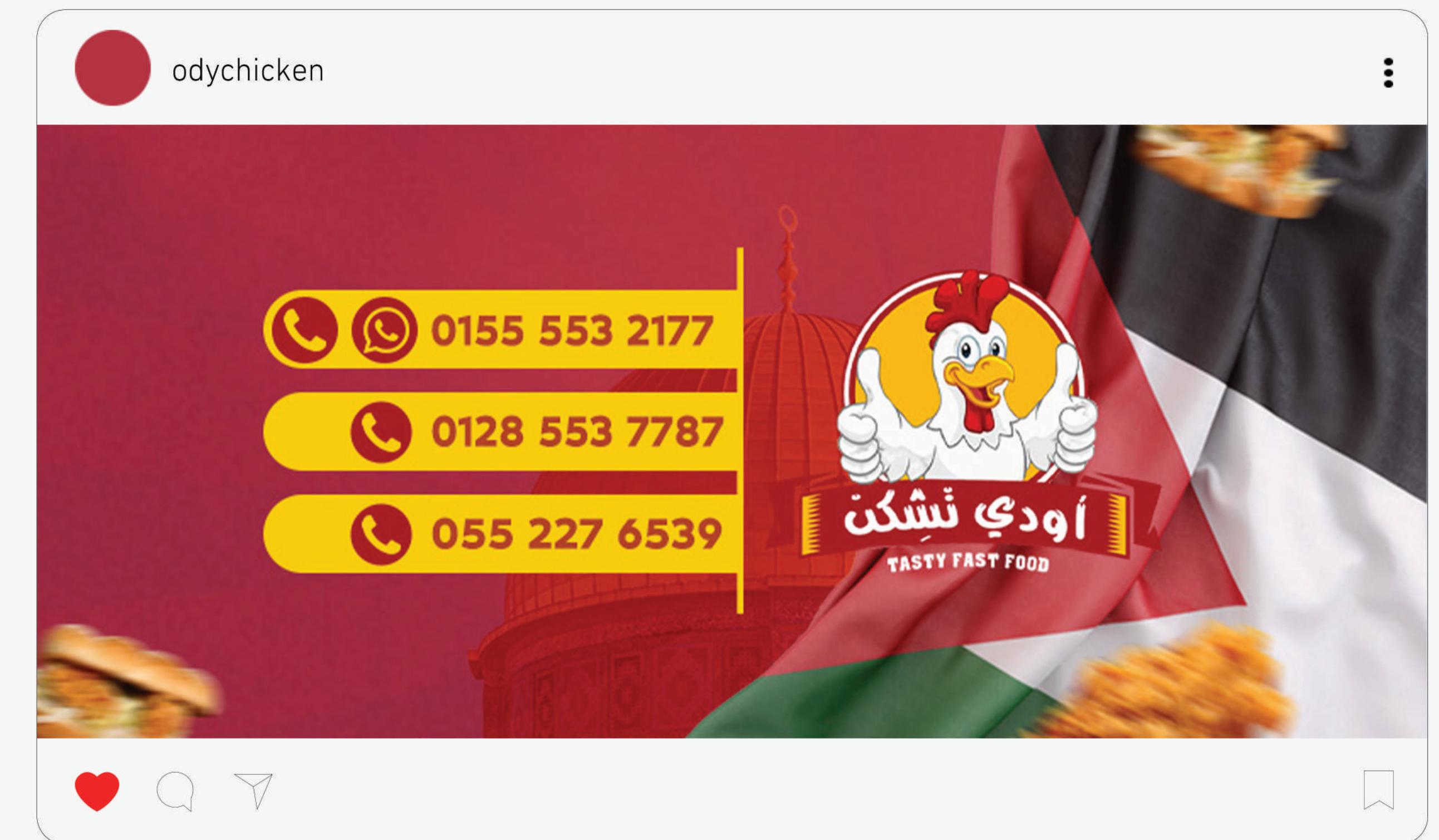




03 Ody Chicken

Social Media Designs

Objective: A vibrant and bold social media campaign created for Ody Chicken, one of Egypt's rising fast-food brands. The visual direction focuses on strong appetizing colors, dynamic compositions, and playful copywriting to highlight the brand's energetic, youth-driven identity.



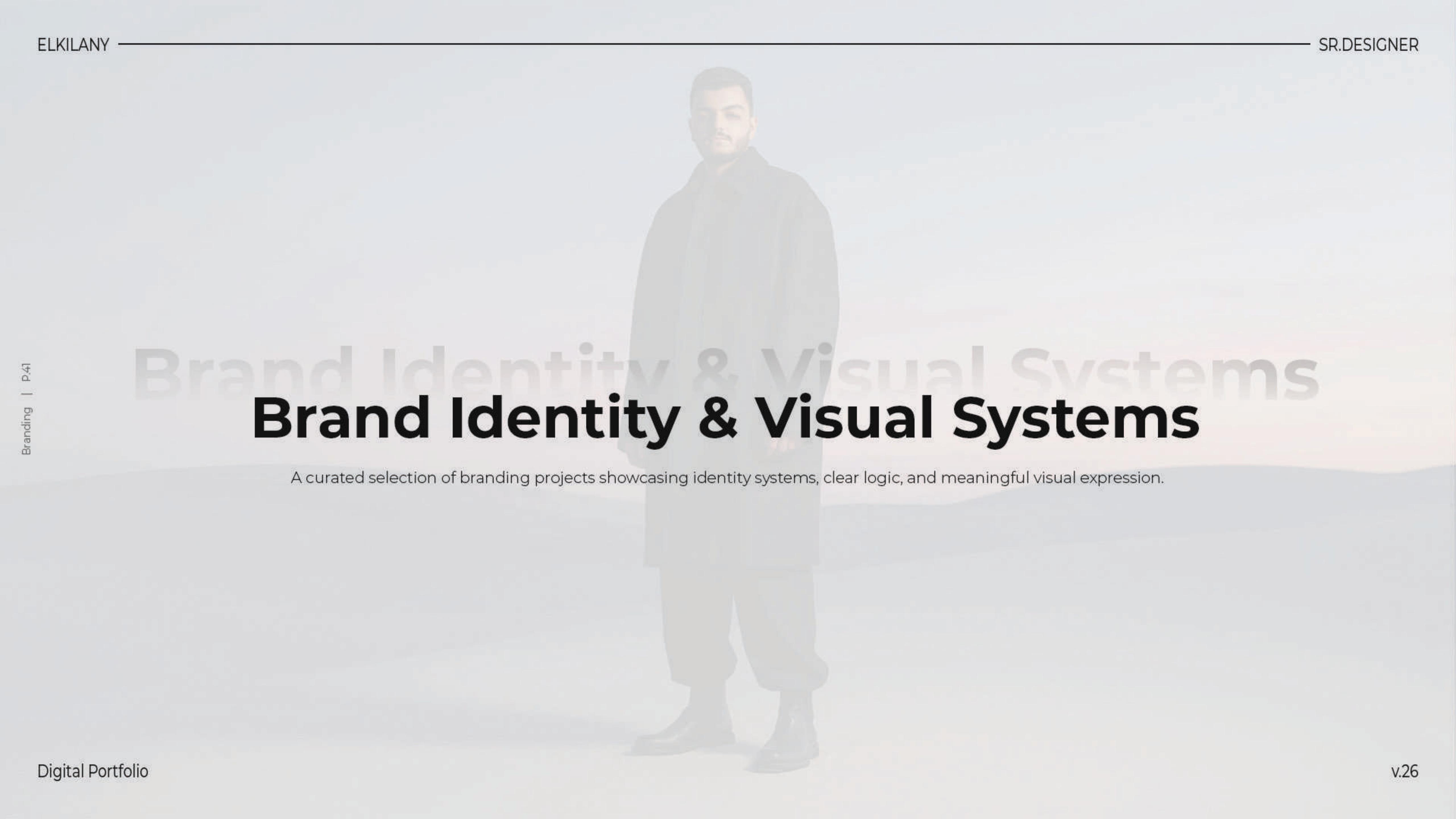
Egypt – 2025

Industry: Food & Beverage







A full-page background photograph of a man from the waist up, wearing a dark, button-down shirt. He is standing in a bright, minimalist room with large windows. The image is slightly overexposed, creating a soft, glowing effect.

Brand Identity & Visual Systems

Branding | P.41

A curated selection of branding projects showcasing identity systems, clear logic, and meaningful visual expression.

/01 Fitzon.

Brand Identity Design

A modern fitness brand built to empower individuals through a bold, energetic visual identity. The project explores motion, strength, and clarity to shape a distinctive brand presence within the gym industry.

Egypt — 2024
Industry: Fitness / Gym









/02 Gliss.

Brand Identity & Packaging Design

Gliss | P.46

A premium cosmetics brand designed to illuminate natural beauty and express individuality. The project involved crafting a refined logo, a cohesive visual identity, and elegant packaging that reflects the brand's essence and appeals to a modern, beauty-focused audience.

Kuwait — 2024
Industry: Cosmetics

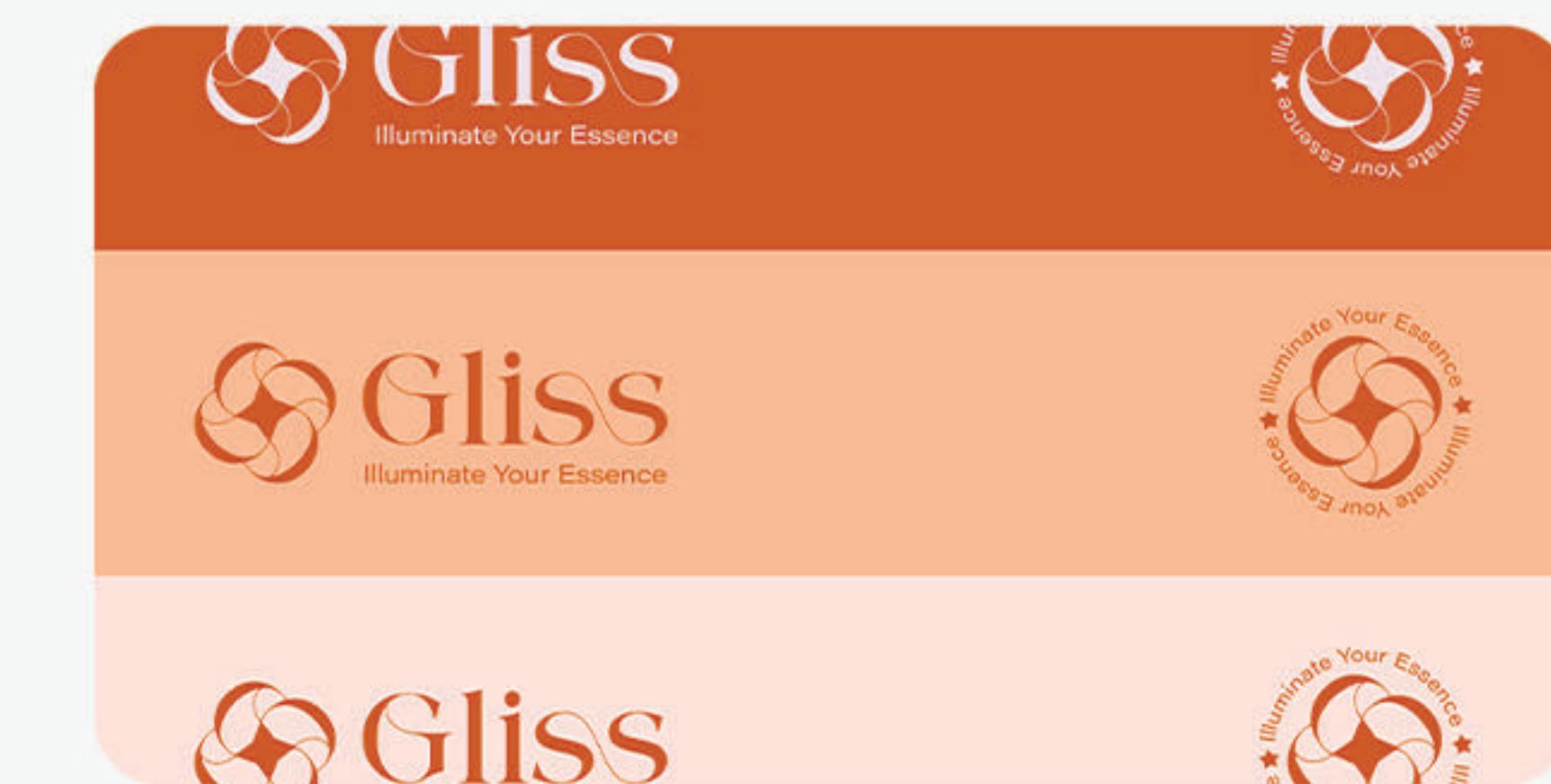
Digital Portfolio



v.26







/03 Next Layer.

Brand Identity Design

Next Layer | P.50

Next Layer is a Saudi-based construction brand built on precision, progress, and modern infrastructure thinking. The identity was crafted to reflect strength, reliability, and clarity—combining bold visuals with a contemporary industrial aesthetic. The project includes a cohesive set of branding applications and outdoor communication designed to highlight professionalism and durability.



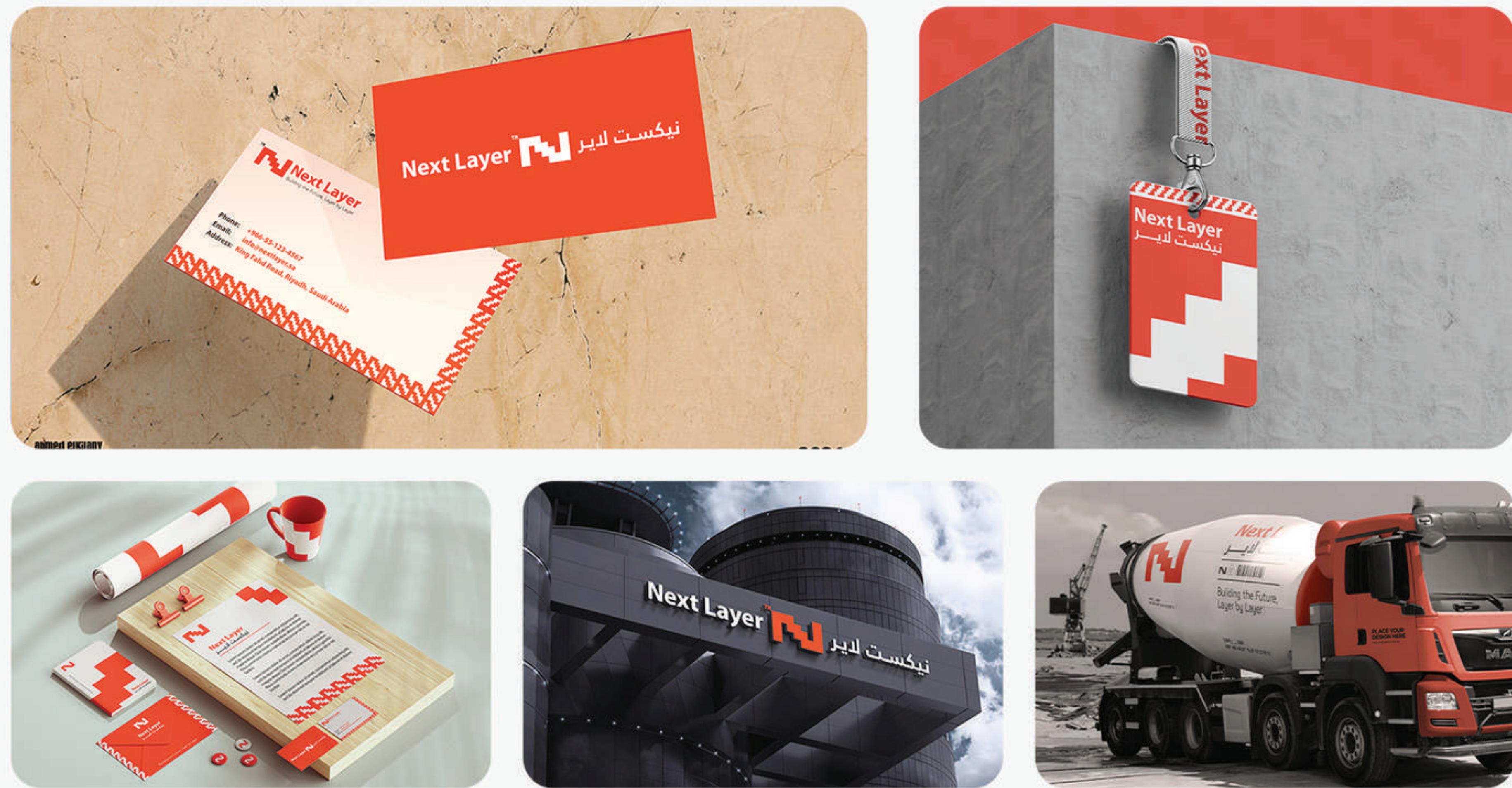
KSA — 2024
Industry: Construction



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Let's Work Together

If you'd like to discuss a project, explore collaboration, or simply connect
I'm always open to meaningful conversations.

Email: ahmed.elkilany1111@gmail.com
LinkedIn: Ahmed El-Kilany
Phone / WhatsApp: 010 9098 0762
Location: Cairo, Egypt



All Contacts

Thank You

I appreciate your time.

If my work resonates with your vision, I'd be glad to explore how we can create something meaningful together.