

June 2026

Maamoun Soum

Creative Director & Brand Strategist

Selected work from 25+ years leading brand strategy, identity, and creative direction across government, healthcare, hospitality, investment, and culture in Saudi Arabia, the GCC, and North America.

SECTION ONE

Independent Practice

Storm Design Studio · 2018 – Present

I work where brand strategy meets creative direction, leading projects from the first idea through to launch. My work spans government, healthcare, hospitality, investment, and culture, across Saudi Arabia, the GCC, and North America.

What follows is a selection of that work. In each project I led the thinking, shaped the identity, and directed the execution end to end, building brands designed to hold up and grow over time.

PUBLIC SECTOR & VISION TRANSFORMATION

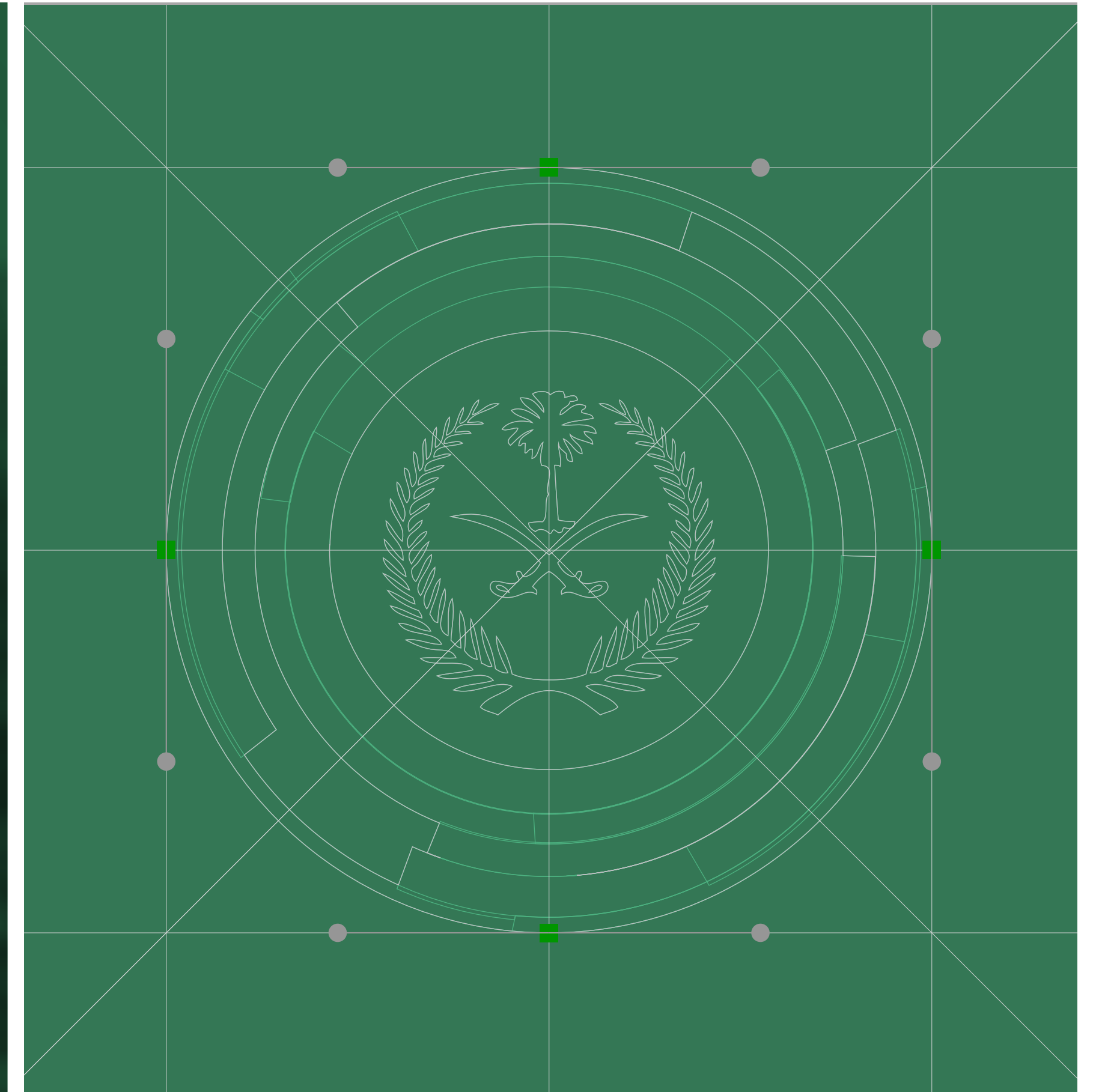
Vision Realization Office

Ministry of Interior

Scope of Work: Brand Strategy · Identity System · Guidelines & Governance · Government Collaterals · Visual Deployment

The Vision Realization Office is a central entity under the Ministry of Interior, aligning national programs with Saudi Vision 2030. It needed a brand system that could express institutional authority.

I led the development of the brand system, in partnership with Devoteam. The result is a disciplined, future-facing identity that translates vision into clarity, and it remains in use today.





PUBLIC SECTOR & GOVERNMENT

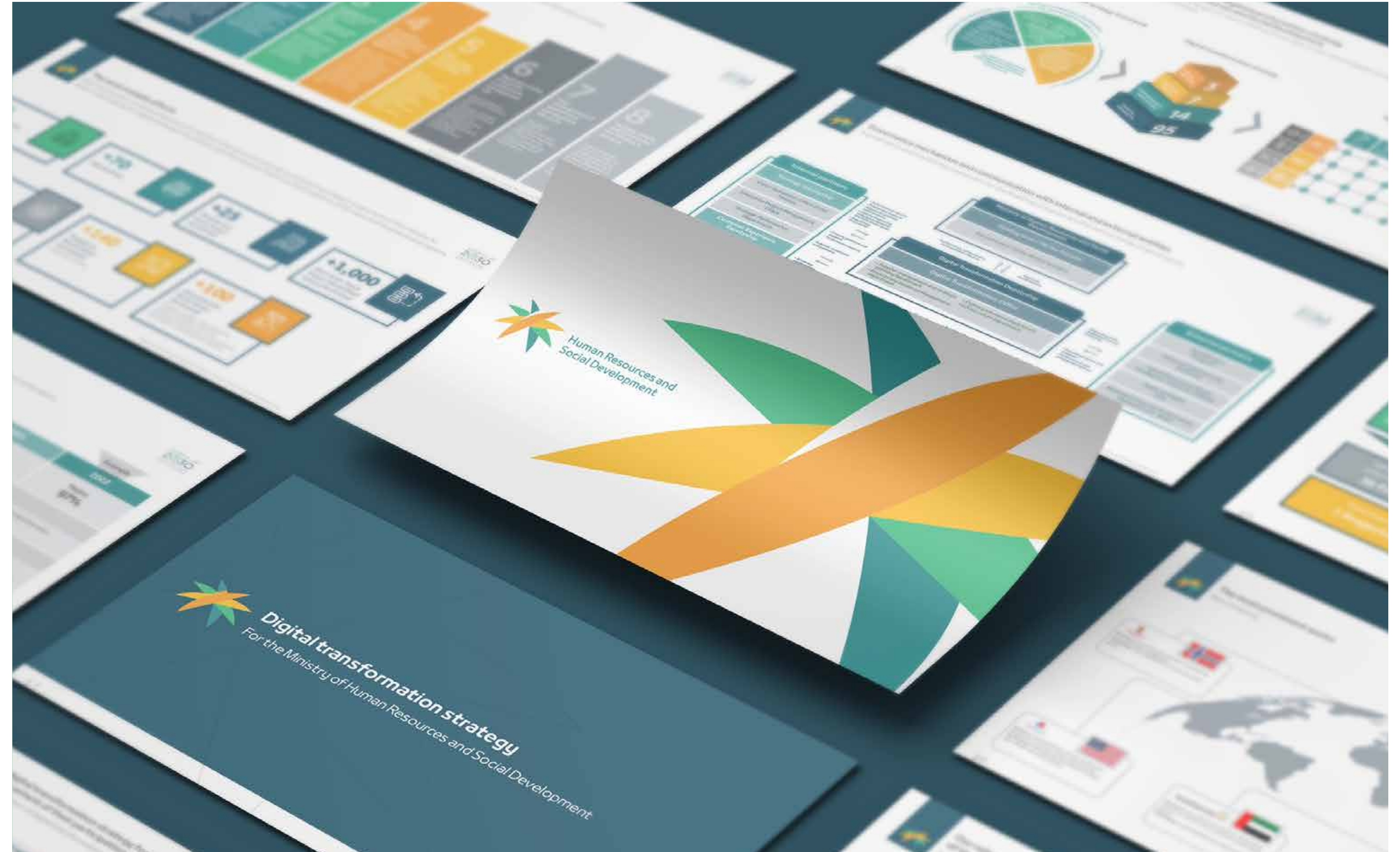
Government Brand Systems

In partnership with Devoteam

Scope of Work: Design Systems · Layout Templates · Data Visualization · Editorial Systems · Bilingual Design (AR/EN)

A body of brand and design systems for Saudi government entities, delivered in partnership with Devoteam. The work turned complex mandates into clear, structured, governance-ready frameworks.

I led the design and editorial systems across several ministries, shaping the layouts, templates, and data visualizations that make national strategy readable and consistent at every level of decision-making.





HEALTHCARE & MEDTECH

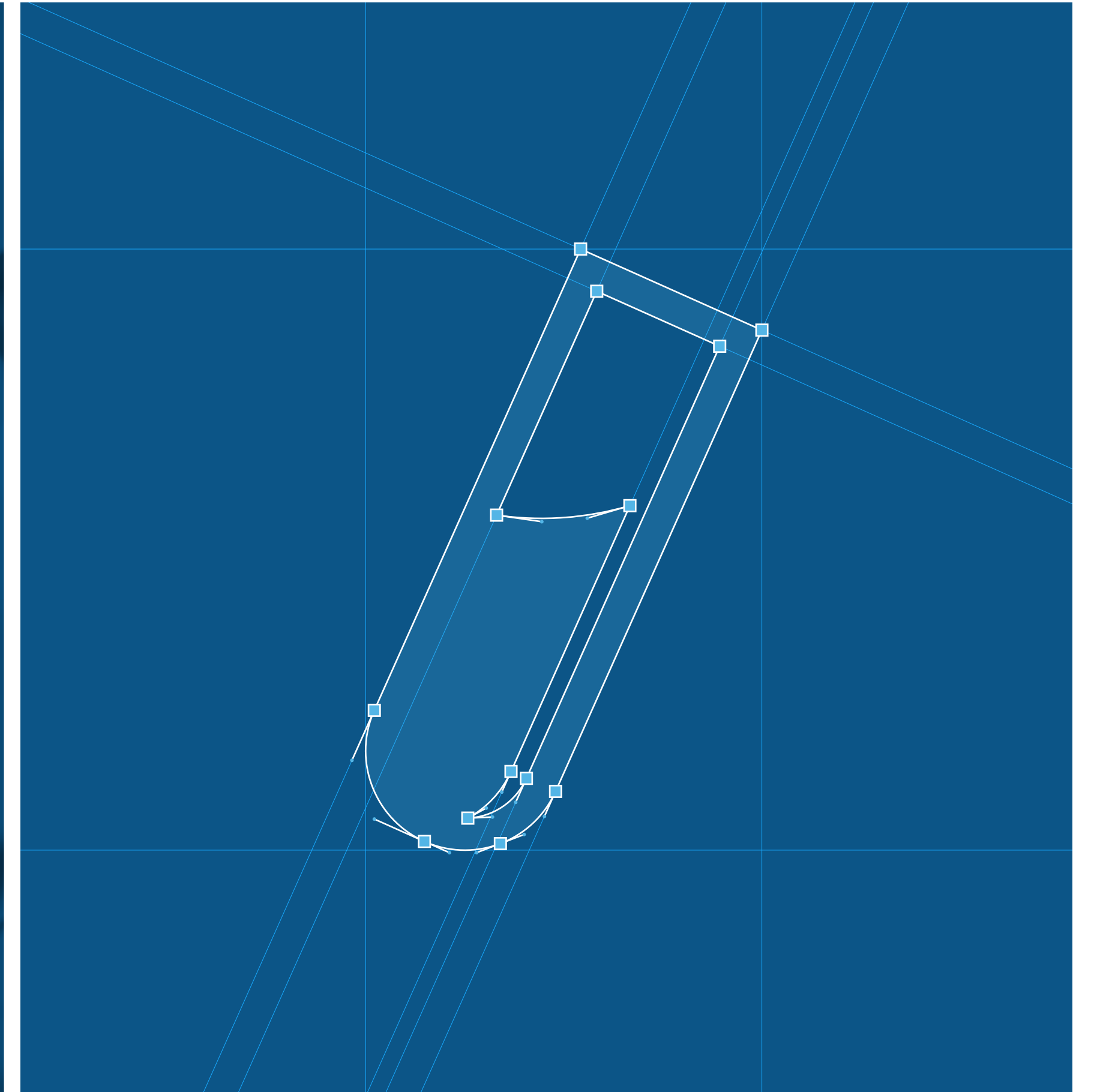
SmartLab

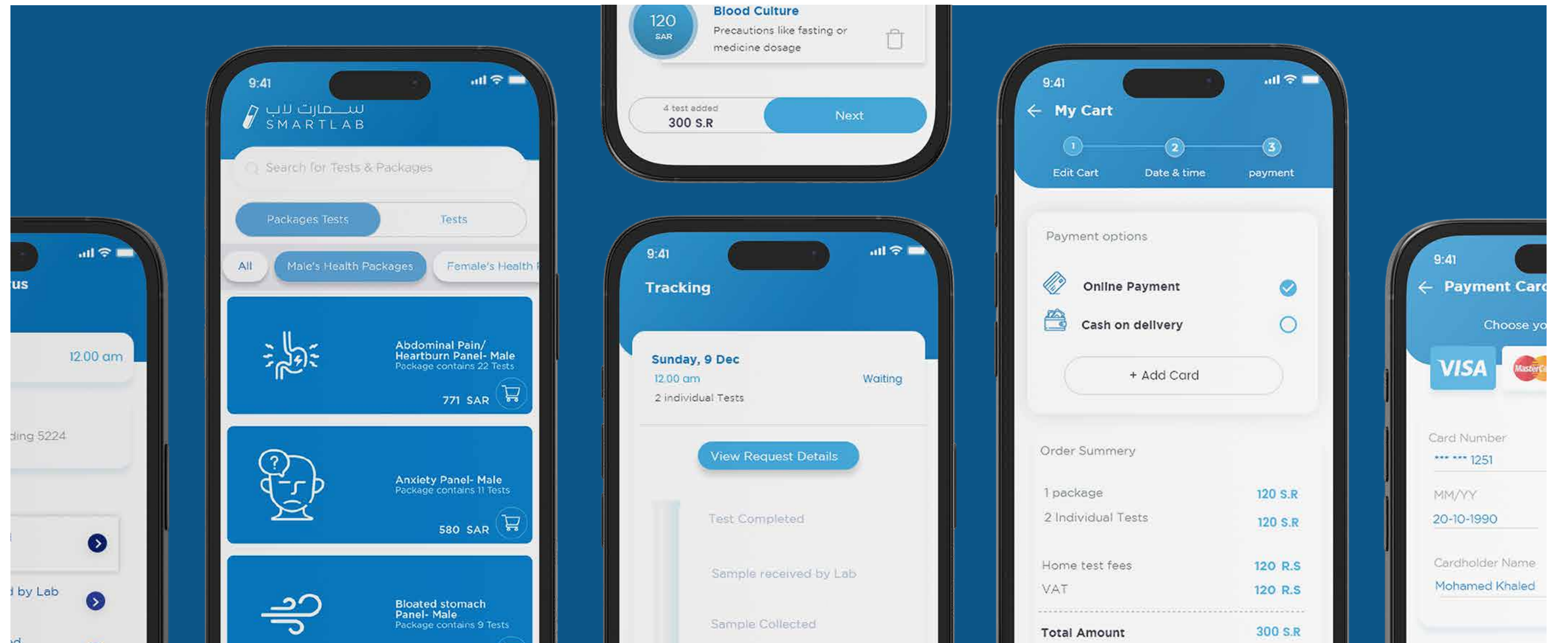
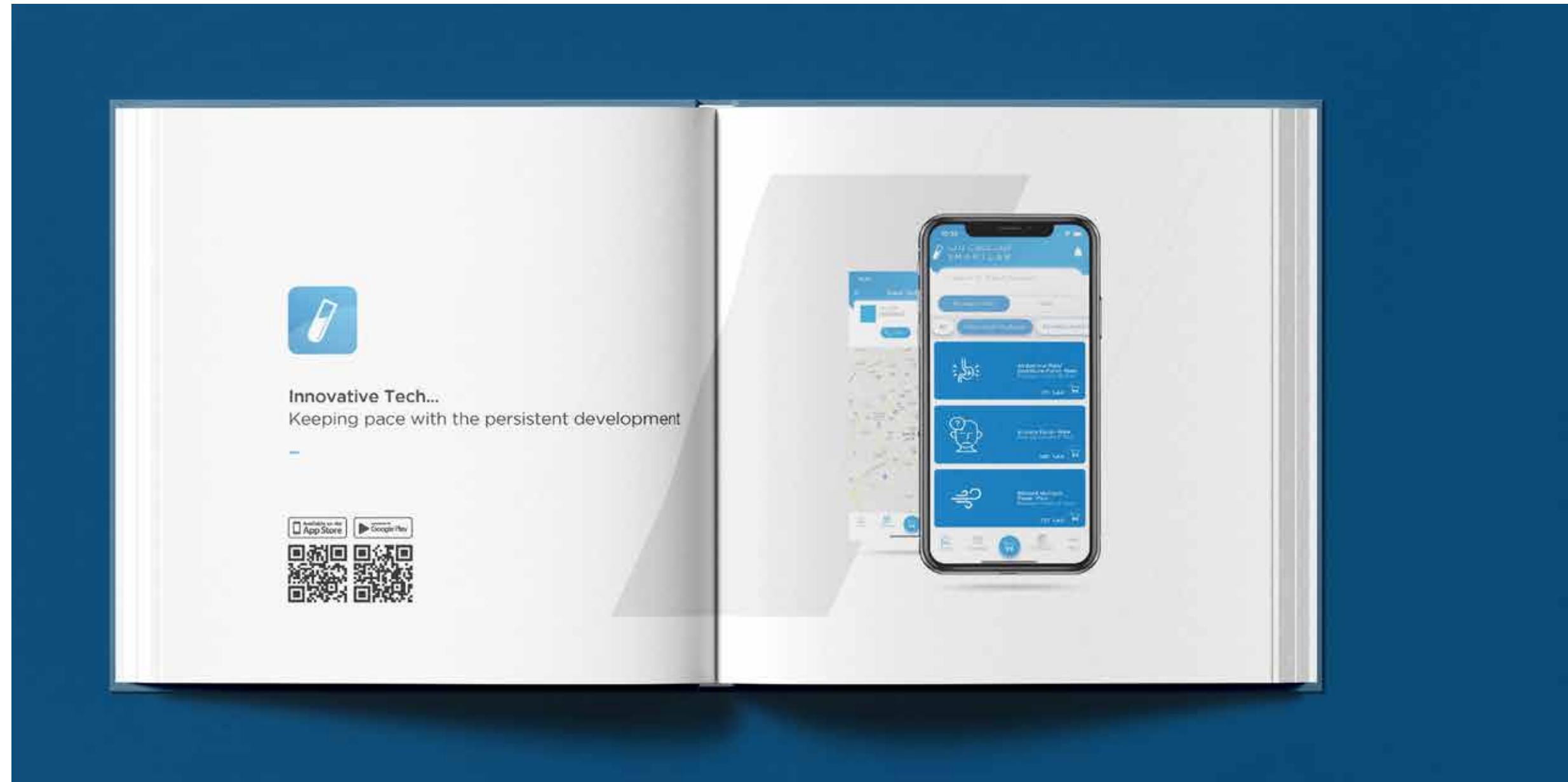
Digital Diagnostics

Scope of Work: Brand Strategy · Identity · Digital Experience · UI Design · Website & App · Digital Marketing

SmartLab is a digital diagnostics provider that needed to communicate medical credibility while supporting a fully digital, patient-centered experience across every platform and touchpoint.

I led the brand strategy and creative direction, in partnership with SmartMed Investment, building a system that positions SmartLab as a modern diagnostic provider for Saudi Arabia's evolving healthcare landscape.





FINTECH & TECHNOLOGY

SAP Pioneer

Values Campaign

Scope of Work: Creative Direction · Visual System · Campaign Design · Art Direction · Print & Environmental

SAP Pioneer is a global financial-technology company that needed to bring its core values to life across internal and workplace communications, in a way people would actually stop and notice.

I led the creative direction and the visual system for the values campaign, turning growth mindset, daring to learn, and ownership into a bold, consistent series across print and environments.



SPORTS & EVENTS

World Firefighters Games 2026

Hosted by Aramco · Al Khobar

Scope of Work: Creative Direction · Visual Concept · Campaign System · Pitch Design · Event Creative

An international sporting event hosted by Aramco in Al Khobar, bringing together more than fifty competitions for firefighters from around the world, and needing a bold concept to win the pitch.

Working with an event agency, I led the creative and visual direction for the pitch presented to Aramco. The concept won the project, beating competing proposals on creative strength.





HOSPITALITY & F&B

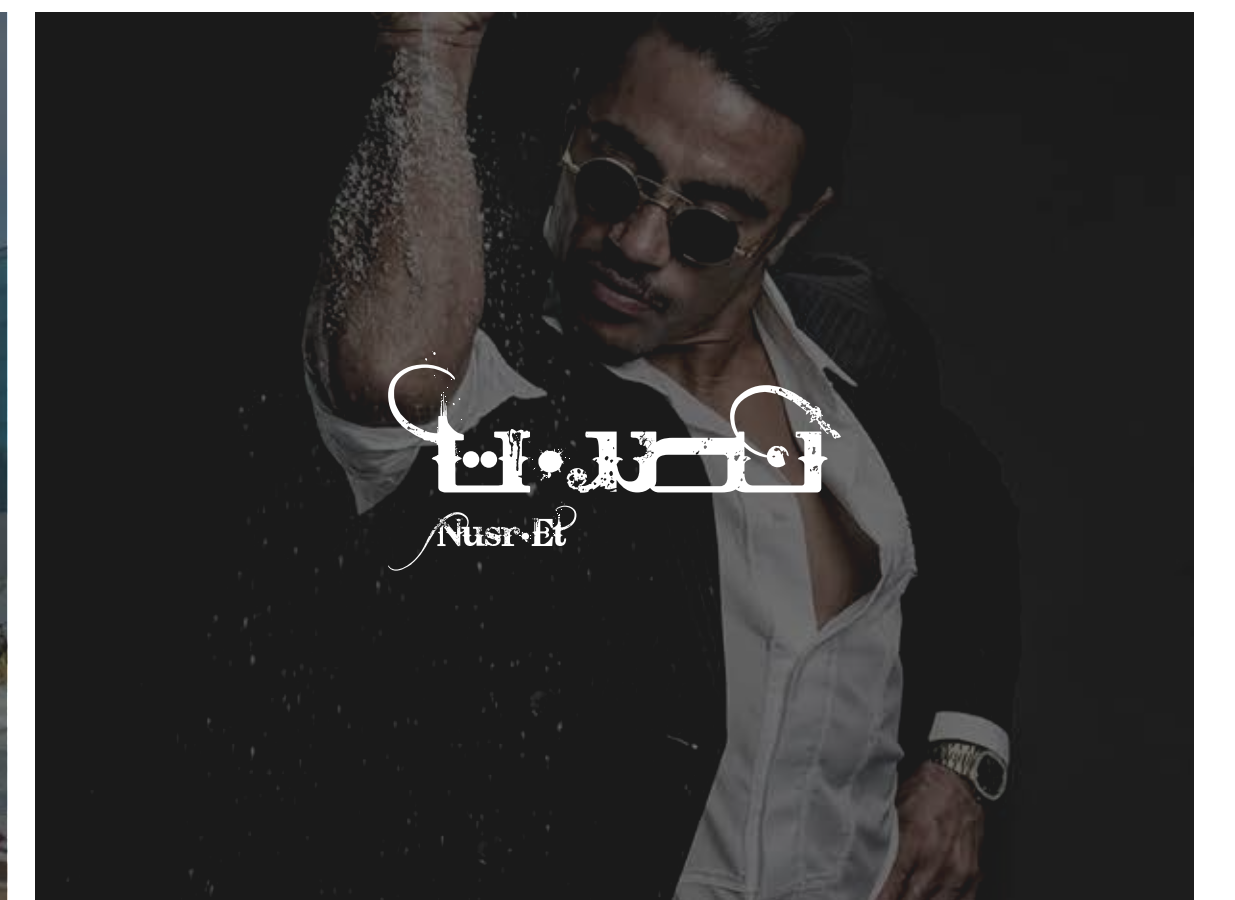
MJS Holding

Global Icons, Local Soul

Scope of Work: Brand Localization · Cultural Adaptation · Arabic Typography · Visual System · Creative Direction

MJS Holding is a Saudi hospitality group behind a portfolio of globally recognized culinary brands. The challenge was to localize international icons while preserving their global equity and authority.

I act as the long-term creative lead, delivering a design-led localization approach. It bridges international brand systems with Arabic typography and cultural context, from Zuma and Nusr-Et to Mr. Chow.



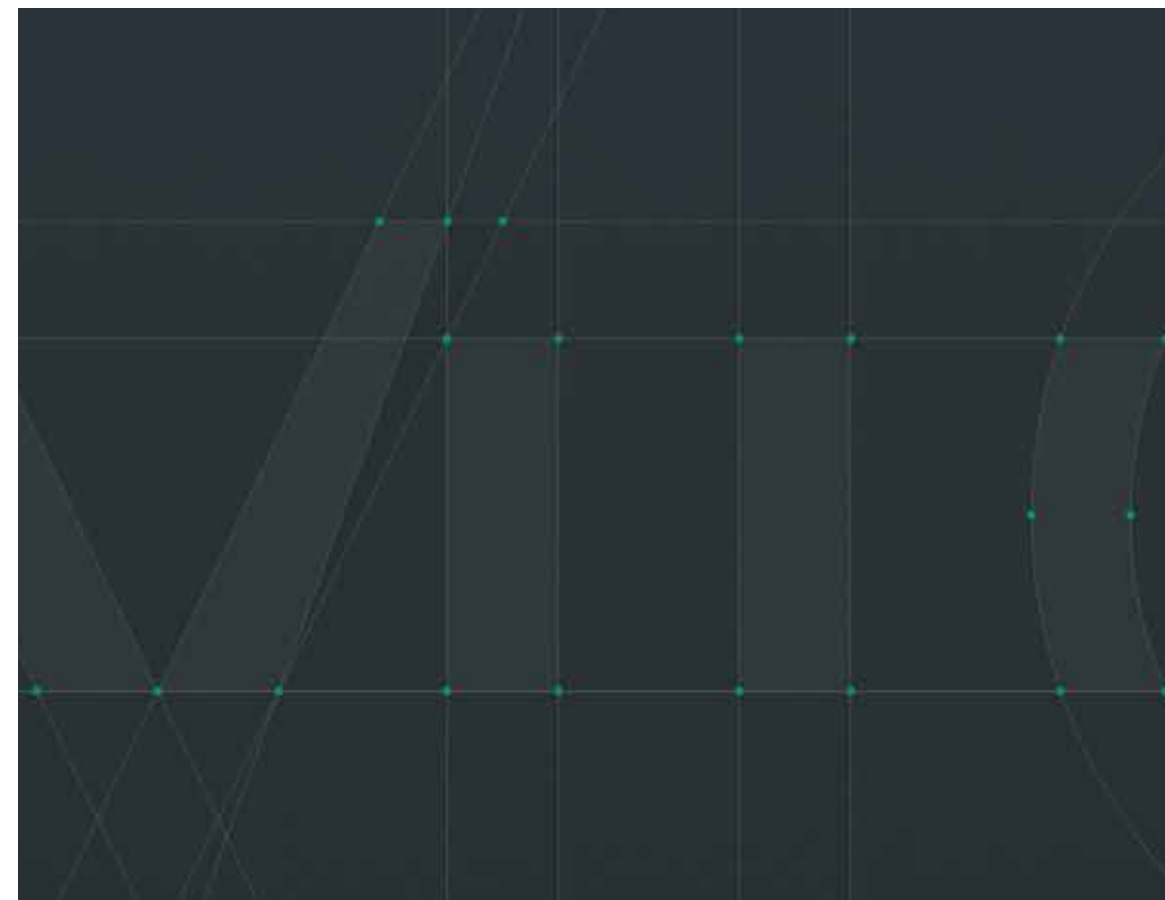
INVESTMENT & FINANCE

MIC Investment Strategic Investment

Scope of Work: Brand Strategy · Identity · Narrative · Visual System · Creative Direction · Digital Design

MIC is a Riyadh-based investment company building long-term value through disciplined governance and diversified portfolios. It needed to articulate real credibility without ever overstating its scale.

I led the brand strategy and the visual foundation, building an identity that communicates confidence, trust, and financial leadership, and positions MIC as a stable, forward-looking long-term partner.



ENGINEERING & CONSTRUCTION

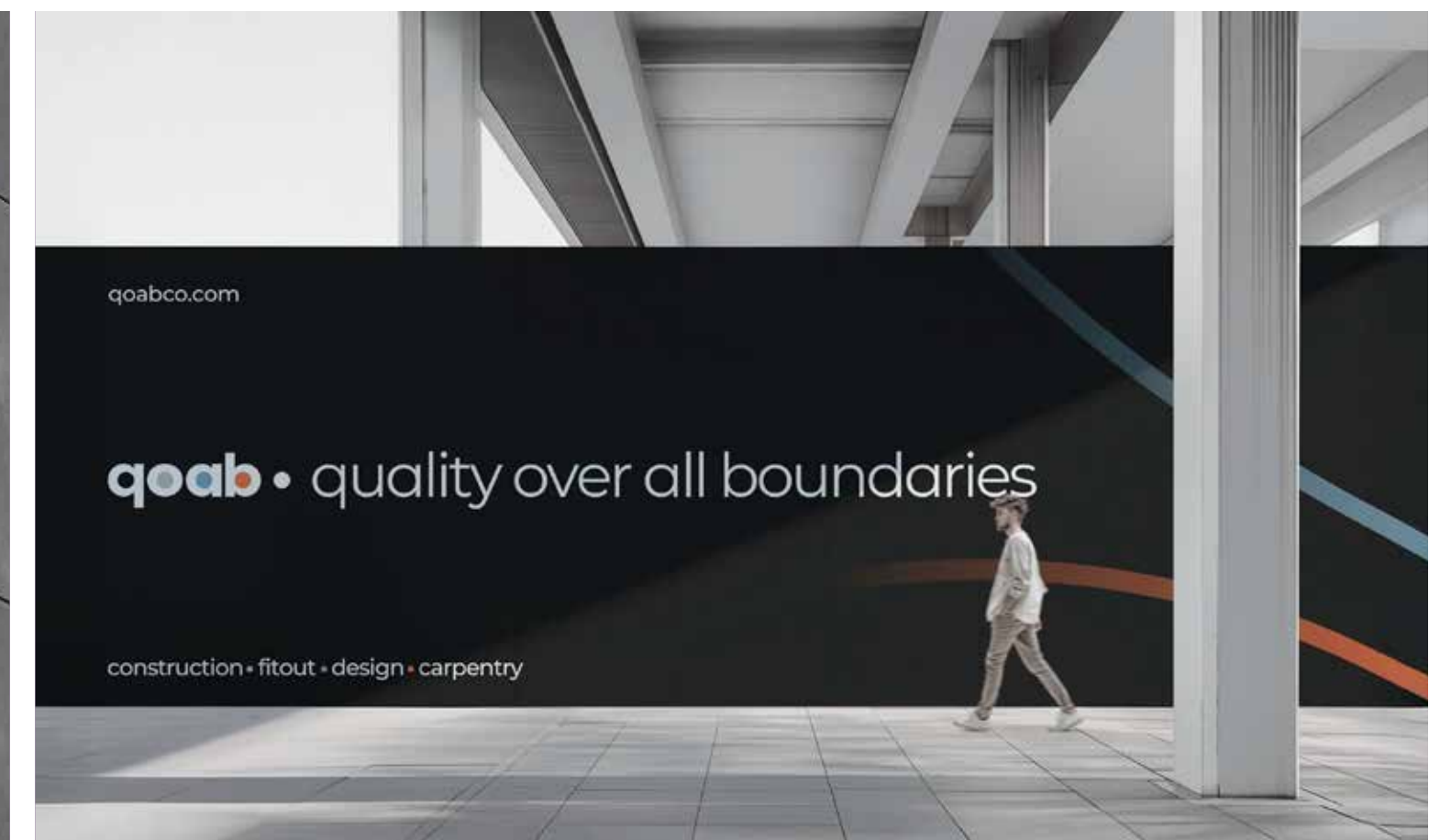
QOAB Holding

Quality Over All Boundaries

Scope of Work: Brand Strategy · Identity · Narrative · Corporate Collaterals · Digital Experience · Website

QOAB is a Riyadh-headquartered, multi-divisional construction group that needed to streamline its brand structure and bring its specialized sub-companies together under one unified identity.

I directed the brand transformation, harmonizing the group's narrative, visual identity, and digital ecosystem into a single brand that balances industrial resilience with a clear, modern sophistication.



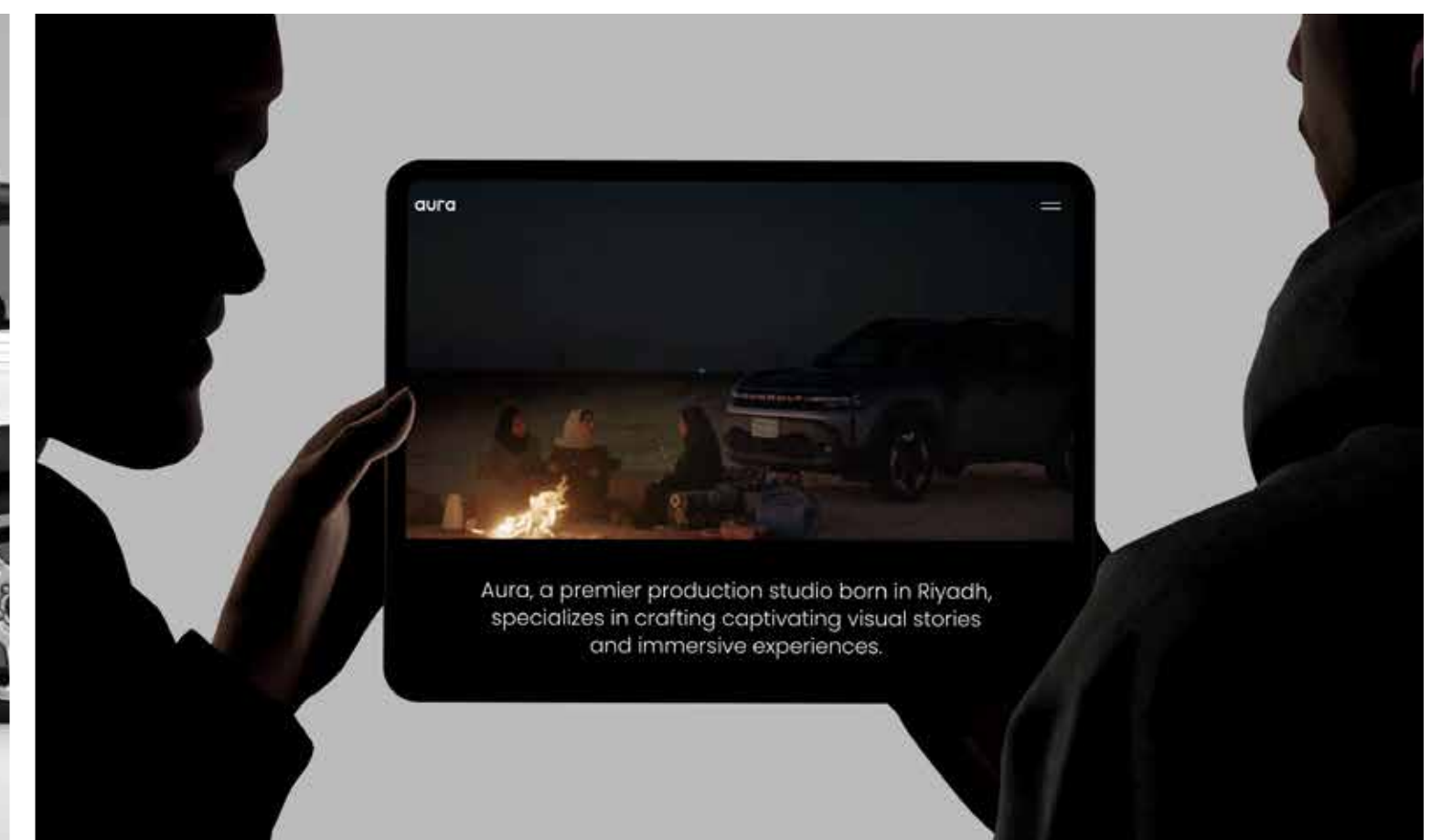
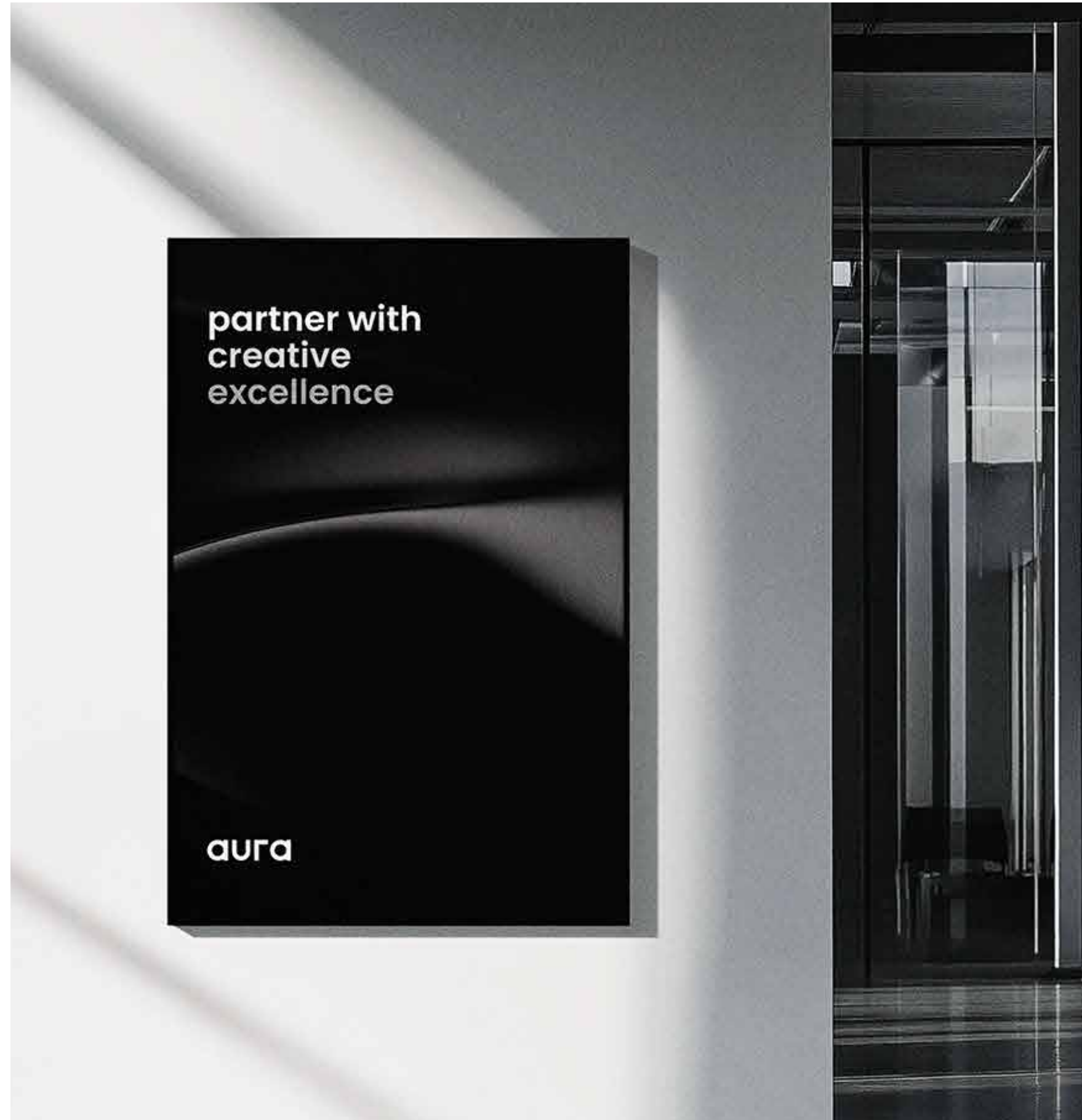
ADVERTISING, MARKETING & MEDIA

Aura Production Visual Storytelling

Scope of Work: Brand Strategy · Identity · Website · UX & UI · Creative Direction · Digital Branding

Aura is a Saudi creative production house working across film, media, photography, and commercial storytelling. It needed an identity that communicates artistic depth alongside real professional credibility.

I led the cinematic brand system, balancing creative expression with structural clarity. The result positions the studio as a trusted production partner across both the Saudi and the international markets.



ARTS, CULTURE & PUBLIC EVENTS

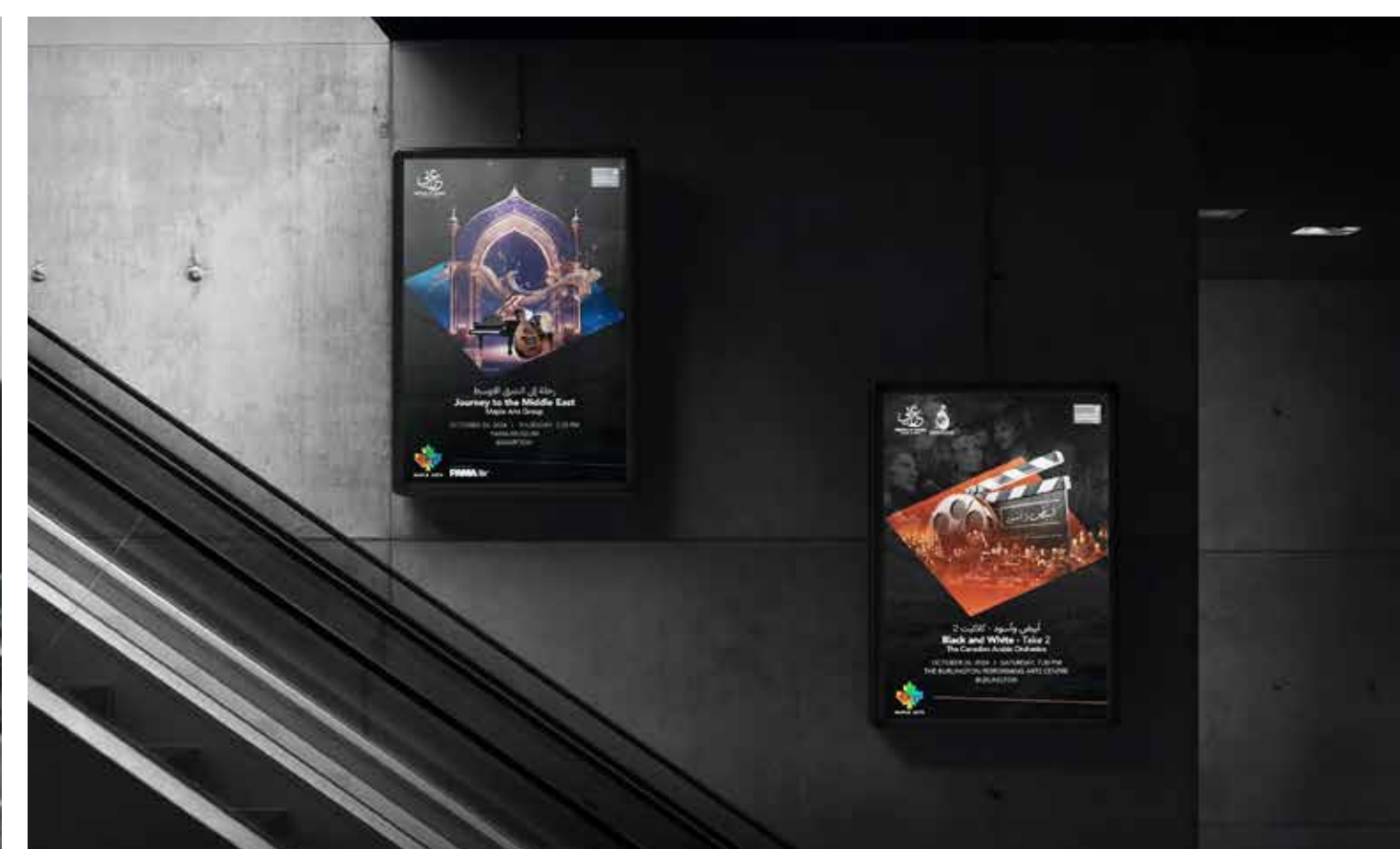
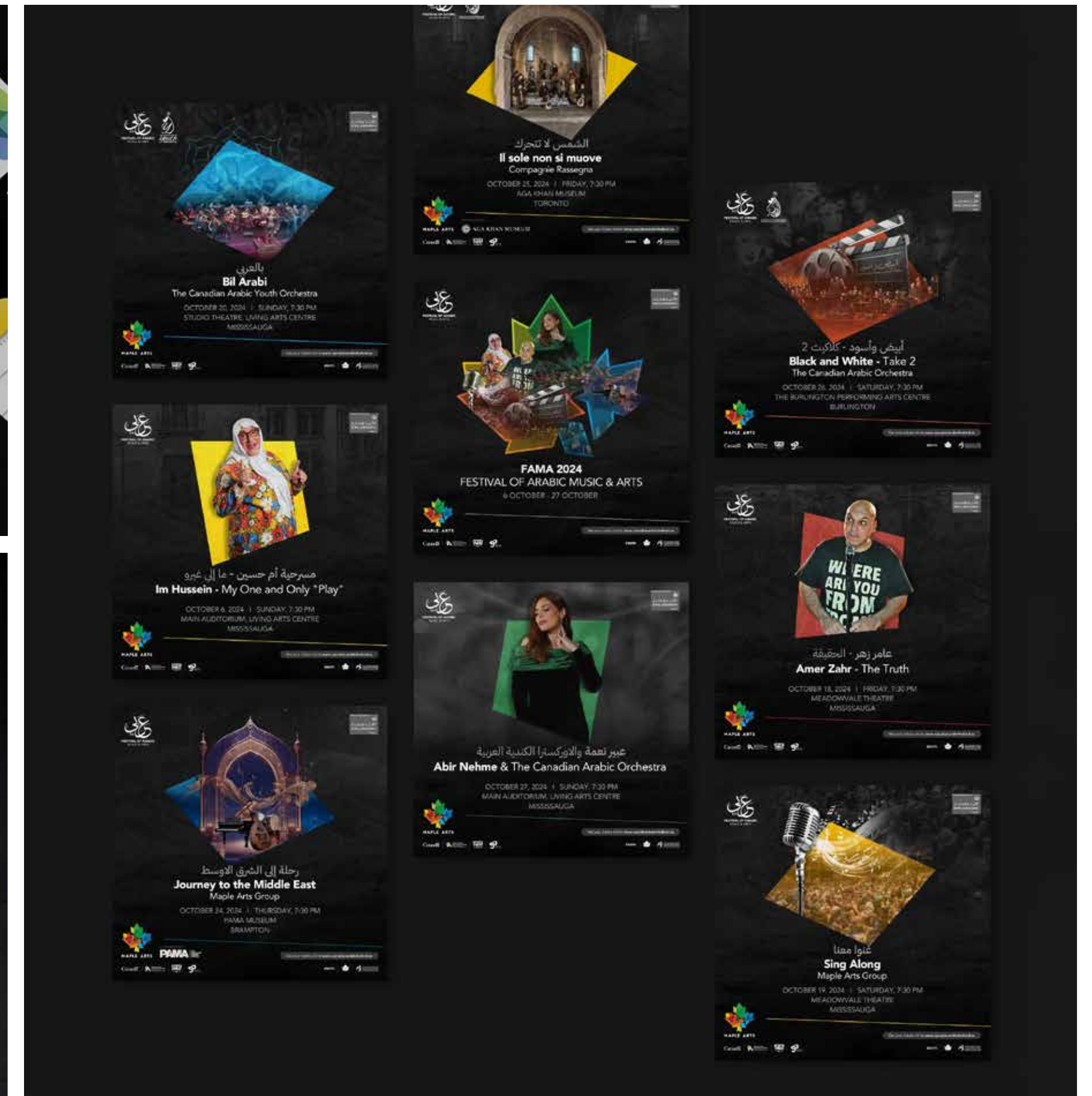
FAMA CANADA

Festival of Arabic Music & Arts

Scope of Work: Brand Identity · Creative Direction · Event Branding · Digital Campaign · Social Content · Signage

FAMA is the largest Festival of Arabic Music and Arts in Canada, held every year across the Greater Toronto Area, presenting Arab culture through music, film, and live performance to a broad audience.

I provided creative direction for the 2024 edition, evolving the festival's identity into a contemporary system that honors Arab heritage while engaging a genuinely multicultural, cross-generational audience.



SECTION TWO

A Decade Inside the Bank

Banque Saudi Fransi · 2008–2018

Ten years leading creative and brand inside one of Saudi Arabia's leading banks building an in-house design team from the ground up and directing work across brand, digital, campaigns, and editorial.

Award-winning products. National campaigns. Full sub-brands. Named Employee of Excellence, 2014.

DIGITAL PRODUCT & UI

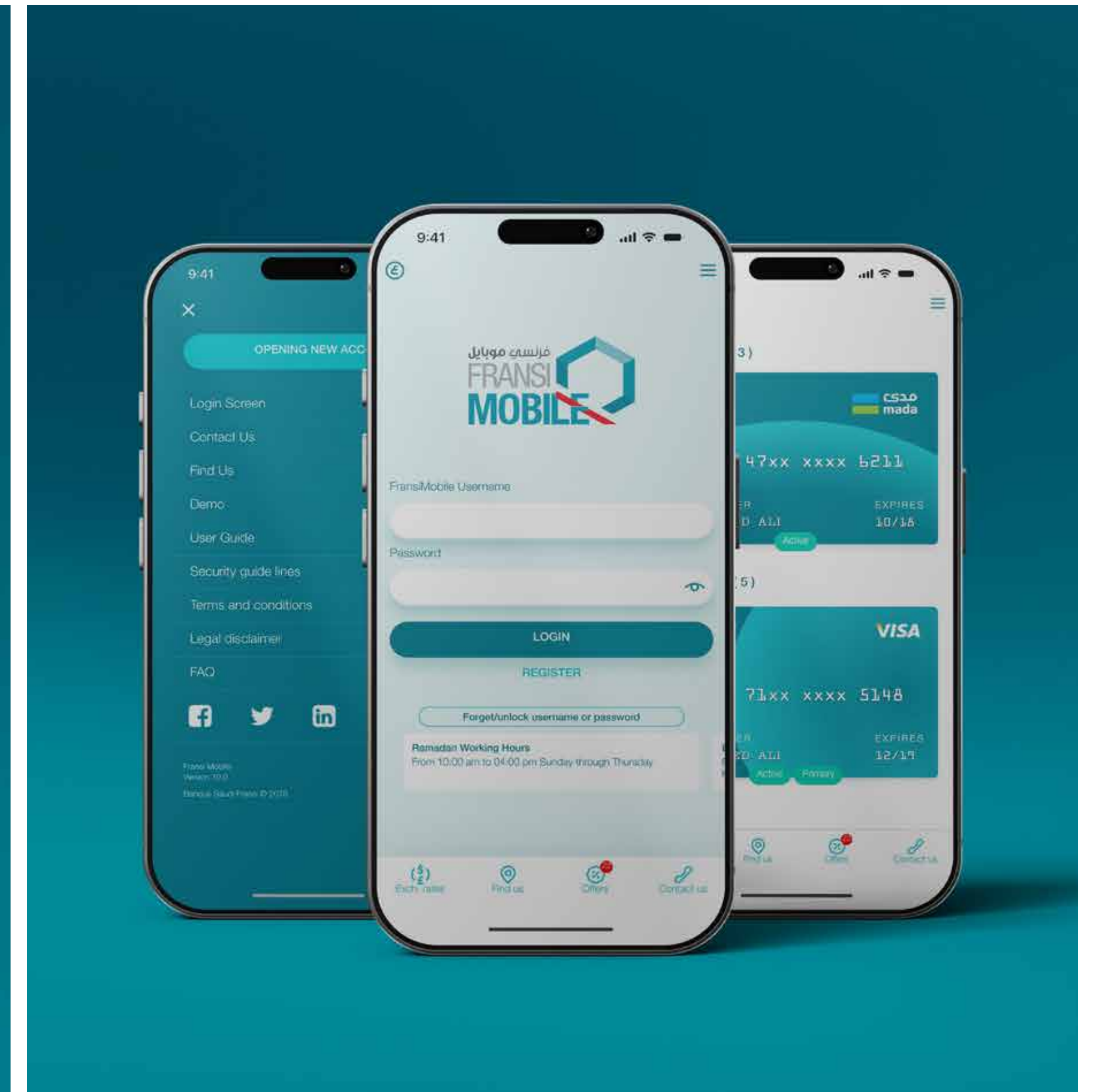
FransiMobile

3-Time International Award Winner

Scope of Work: Art Direction · UI Design · Digital Product · Brand System

A banking app designed to live inside customers' daily lives, not just hold their transactions built for speed, clarity, and accessibility, with Voice-Over for visually impaired users.

I directed the design and the visual system end to end. Transactions doubled in the very first month, and the app went on to win three international awards for its interface and design.



YOUTH BANKING

Jeel

Youth Banking Account

Scope of Work: Brand Identity · Logo & Manual · Social Launch Campaign · Web & App Design · Card Design

A banking account built for a younger generation, with benefits, special offers, and a digital experience designed to feel like theirs, not a scaled-down version of an adult product.

I led the brand from the ground up: identity, logo and guidelines, social launch campaign, app and web layouts, and card design, all tuned to a youth audience without losing the bank's credibility.



LOYALTY & REWARDS

Jana

Bank Rewards Program

Scope of Work: Brand Identity · Logo & Manual · App Design · Social Campaigns · E-Channels

A rewards program built to work across any account, turning everyday banking and card spend into points that customers can redeem on travel, shopping, and the lifestyle rewards they choose.

I led the brand and the digital design: the identity, the Jana app, the social campaigns, and the full rollout across every channel, from ATM screens and POS to web banners and in-app.



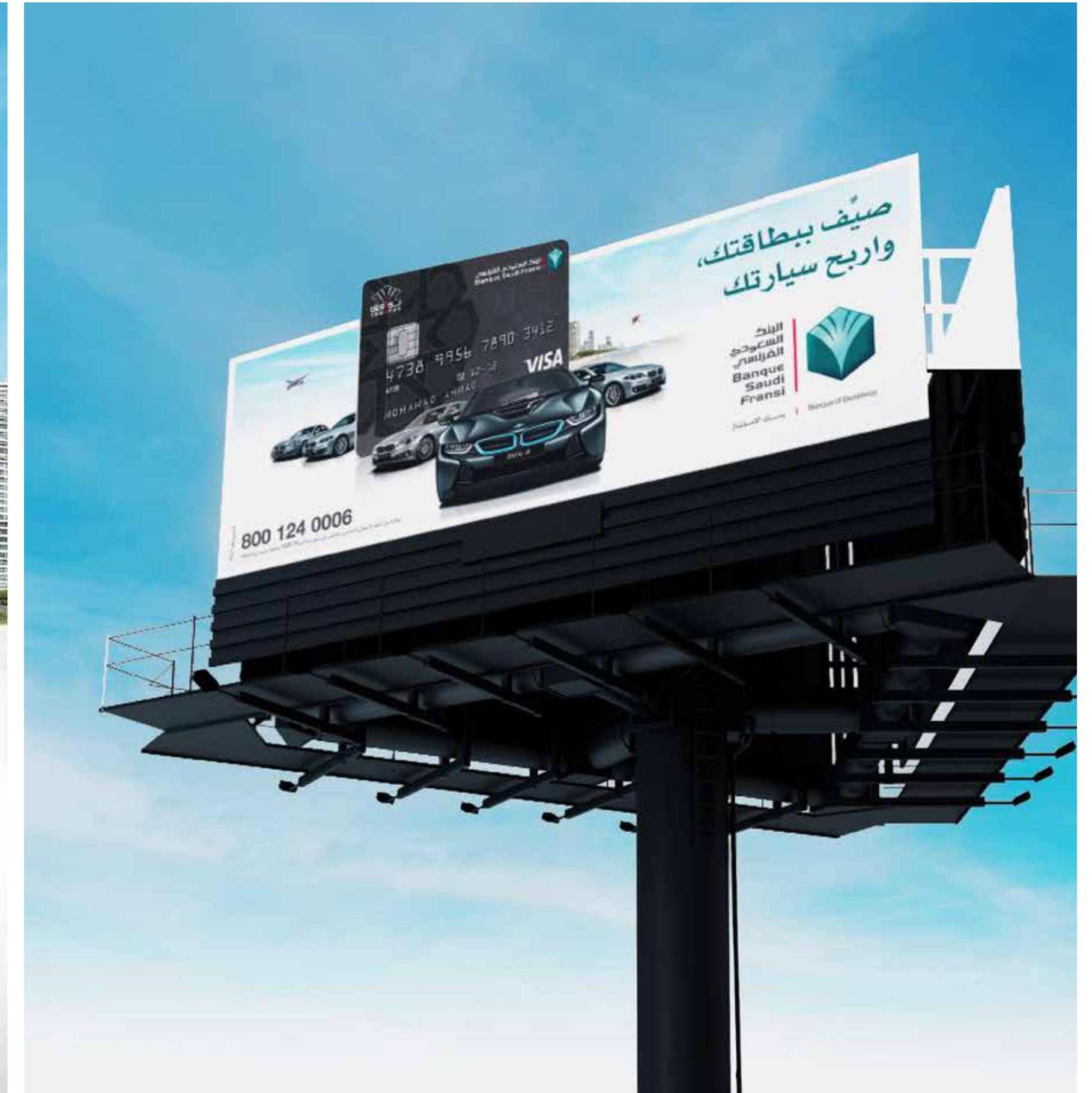
Tawafiq

Islamic Banking · Launch Campaign

Scope of Work: Brand Identity · Islamic Credit Card Design · Launch Campaign · Billboards · Print · Digital

The launch of Tawafiq, the bank's Islamic banking line, calling for a complete brand identity, a Sharia-compliant credit card, and a campaign strong enough to announce it nationally.

I created the Tawafiq brand and card design, then directed the launch campaign, headlined by a five BMW giveaway, across billboards, in-mall, print, ATM screens, email, and social channels.



SUB-BRAND IDENTITY

LADY

Ladies Banking Services

Scope of Work: Logo & Brand Manual · Art Direction · Photoshoot · Website · Branch Interior · Collaterals

A complete sub-brand for the bank's women's banking segment, distinct, elegant, and confident in its own right, yet still unmistakably part of the wider Banque Saudi Fransi identity.

I led the entire program from the ground up: the logo and brand manual, art direction for the photoshoot, the website, the ladies branch interior, and the full set of customer collaterals.



CO-BRAND CAMPAIGN

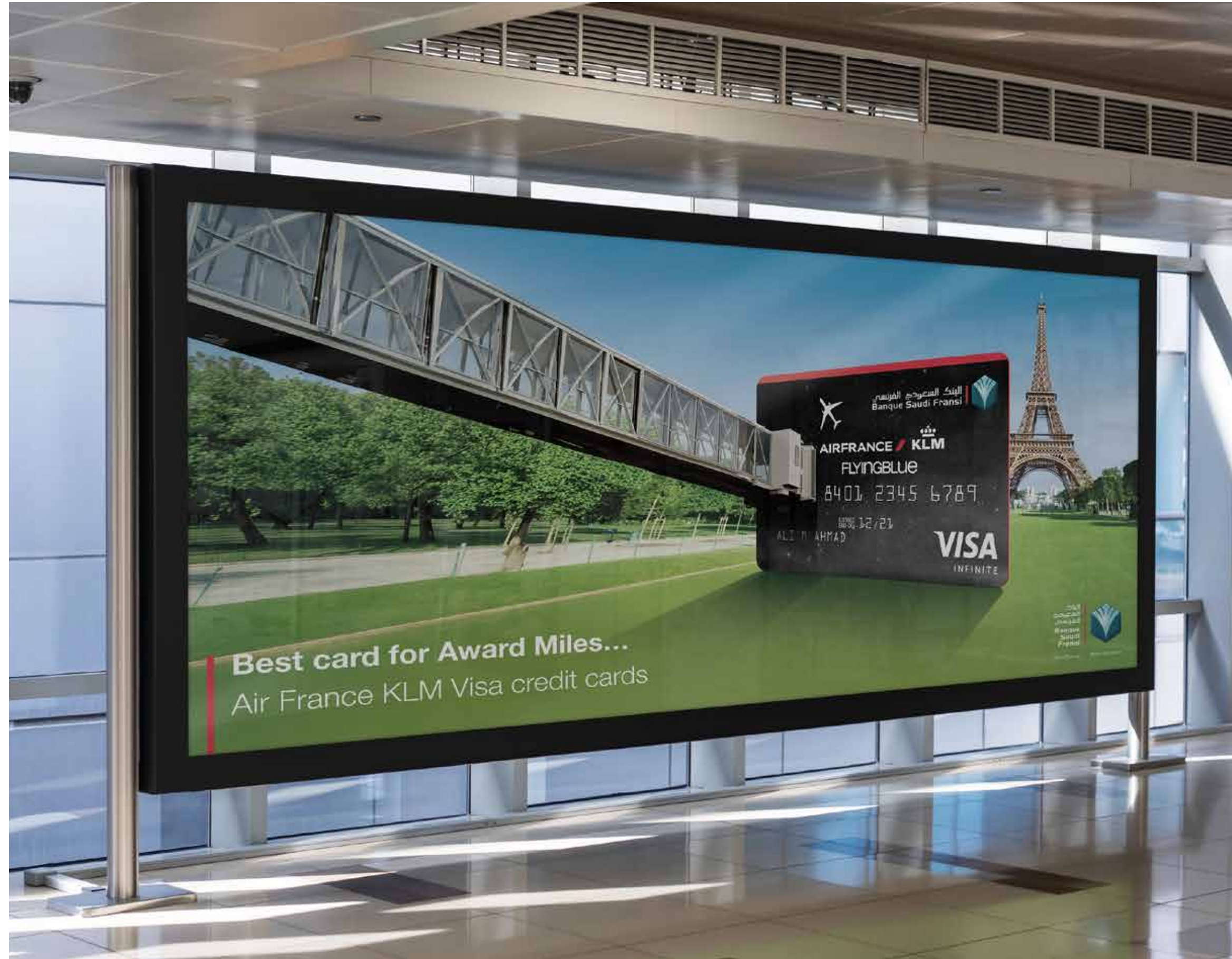
Air France-KLM VISA

Best Card for Award Miles

Scope of Work: Card Design · Campaign Concept · Outdoor · Print · Digital

A co-branded travel card program with Air France-KLM, spanning three distinct card tiers and two campaigns aimed squarely at the frequent international traveler and the serious miles collector.

I designed the cards and directed both the launch and the promotional campaigns across outdoor, in-mall, print, and digital, every single touchpoint built around earning and spending award miles.



BSF Debit & Credit Cards

VISA · MasterCard · Mada

Scope of Work: Card Design · Visual Systems · Segment Identity · Print Production

The card portfolio is where most customers first meet the brand, spanning Tawafiq, Wealth Management, Elite, Privilege, and a wide range of co-branded retail products.

I designed more than twenty card products across the segments, giving each one its own distinct character while holding them all together under a single, unified banking identity.



BRAND CHARACTER & INTERNAL COMMS

Ameen

The Compliance Trainer

Scope of Work: Character Design · Mascot Kit · Video Direction · Internal Campaign

Compliance is one of the hardest subjects to make people genuinely care about. The bank needed a friendly face for it, one that worked from board level down to every single staff member.

I created Ameen, a mascot character with a full kit, staff giveaways, and a video introduction, launched right across the bank in the first quarter of 2018 to carry the compliance program.



INSTITUTIONAL PUBLISHING

Annual Reports

Year at a Glance

Scope of Work: Art Direction · Editorial Design · Data Visualization · Print Supervision

The bank's most scrutinized publication, where a full year of financial performance and governance is presented to investors, regulators, and shareholders together in a single document.

I led the art direction and the editorial design, turning dense financial data and narrative into a clear, confident, investor-ready bilingual report that runs to more than one hundred pages.



EDITORIAL & PUBLISHING

Perspectives

Internal Magazine · 50+ Issues

Scope of Work: Editorial Design · Layout Systems · Bilingual Typography · Art Direction

The bank's internal magazine and its steady internal voice, published consistently for more than a decade across performance, leadership, culture, and the people working across the bank.

I led the layout and the art direction across more than fifty issues, each one exceeding seventy-two pages, with every single edition held to the same editorial system over many years.



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