

Mohamed Hassan

Portfolio
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Video, photography and AI-made ads

Cairo, Egypt. On-site in Cairo or remote

7+ years

in the work

50+ brands

and agencies

AI-first

in every workflow

I shoot, edit and retouch commercial work, and I think AI-first: I use generative tools to plan, design and produce ads faster, and to make what a camera alone can't capture. Since 2018 I have made campaigns, product shoots and social films for paint, furniture and food brands, a TV series and creative agencies, carrying a project from the first frame to the final export. Next I want to lead more AI commercials and commercial video and photo productions.

Experience

Multimedia Designer

2025 to now

Target Agency, Cairo

- Shoot on Sony and Canon cameras and edit commercial videos and social content for clients.
- Light and photograph products and campaigns, then retouch and color them for print and social.
- Produce AI-generated ads and visuals that blend live footage with AI media.

Freelance Multimedia Designer

2018 to now

Self-employed, working with brands and agencies

- Made video, photography, retouching and AI content for **50+ clients**, including SIPES, Aubusson-Design, T Break, Aldora Furniture and Hook Agency.
- Created an AI video campaign for **SIPES**, a global paint company, that reached 1M+ views, and shot and retouched its product photography.
- Retouched the advertising photos for the TV series **Masar Egbary**.
- Built 3D product animations in Blender and designed jewelry in Matrix Gold.
- Teach aspiring retouchers advanced retouching and color work.

Selected work

SIPES AI video



A viral campaign for a global paint brand, made with AI video generation.

Masar Egbary, TV series



High-end retouching of the series' advertising and poster photography.

Hussein Fahmy portraits



A portrait series of the actor, retouched for detail, skin and tone.

Furniture and food campaigns



Product photography and retouching for furniture and restaurant brands.

Click a title to watch or view the project on the portfolio.

Skills and tools

Camera and light Video

Sony and Canon cameras, professional lighting setups for photo and video
DaVinci Resolve and CapCut for editing and color, After Effects for motion

Photography

Photoshop and Lightroom for product and portrait retouching

AI models

Nano Banana, Veo, Seedance, Kling and GPT Image for images and video

AI platforms

Magnific (Freepik) and Google Flow for generation and upscaling

AI assistants

ChatGPT, Claude and Gemini for concepts, scripts and prompts

3D and jewelry

Blender for product modeling and animation, Matrix Gold for jewelry design

Education

B.A. in Psychology

Faculty of Arts, Helwan University. Graduating 2027

Self-taught in video, photography, 3D and AI production through client work.

Languages

Arabic, native

English, good working proficiency