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Hello

I'm Biko.

I'm a Creative Art Director & Designer
Based in LA

My name is **BASSEM HANA**, but most people call me **BIKO**. I'm a Creative Art Director & Designer with 20+ years of experience crafting bold, strategic visual solutions across brand campaigns, digital experiences, and print communications. I specialize in building identities, websites, and marketing campaigns from the ground up—translating ideas into impactful, story-driven visuals that resonate and deliver results. From startups to national brands, I collaborate closely with clients to create cohesive, scalable, and unforgettable design experiences.

EXPERIENCE

Banc of California Los Angeles, CA
Art Director June 2015 - August 2024

Led creative direction across brand, digital, and print, shaping the bank's visual identity. Oversaw design initiatives through three mergers, managing high-impact campaigns, internal/external communications, advertising, and business units.

Qooqoo Irvine, CA
Freelance Art Director January 2015 - June 2015
Designed digital campaigns and healthcare-branded collateral for Abbott, GeneWeave, Glaukos, Magellan Robotic System, KCI Medical, and Suneva Medical.

Palio+Ignite Irvine, CA
Freelance Art Director September 2014 - January 2015
Created print and digital work for pharmaceutical clients including AstraZeneca, SymlinPen, BydureonPen, Byetta, Abbott Medical Optics, and Abbott Vascular.

Spirit Advertising Cairo, Egypt
Digital Art Director July 2008 - June 2013
Led digital creative for web, email, and social media—directing a design team for major national brands.

Advision Cairo, Egypt
Art Director May 2004 - July 2008
Led branding, print, and integrated design campaigns for diverse clients, including banks and telecom companies.

Media Marquee Cairo, Egypt
Art Director November 2002 - April 2004
Led design across corporate, retail, and event campaigns for major construction firms and industrial sector clients.

EDUCATION

Bachelor of Applied Arts
Advertising/Graphic Design Minor
Helwan University, Cairo, Egypt
User Experience Certificate
Survey - Software
UCLA Extension, Los Angeles, CA

CREATIVE SKILLS

Art Direction - Creative Concepting -
Branding - Advertising - UI/UX Design
- Visual Storytelling - Web Design - Web
Development - Email Campaigns - Social
Media Campaigns - Event Branding - Print
Design - Presentation Design

E-MAIL MARKETING PLATFORMS

Eloqua - HubSpot

DESIGN TOOLS

Figma - Adobe XD - Adobe Photoshop
- Adobe Illustrator - Adobe InDesign -
Premiere Pro - WordPress - HTML - CSS
- Canva - Keynote - Microsoft Office

LANGUAGES

English. Arabic

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