

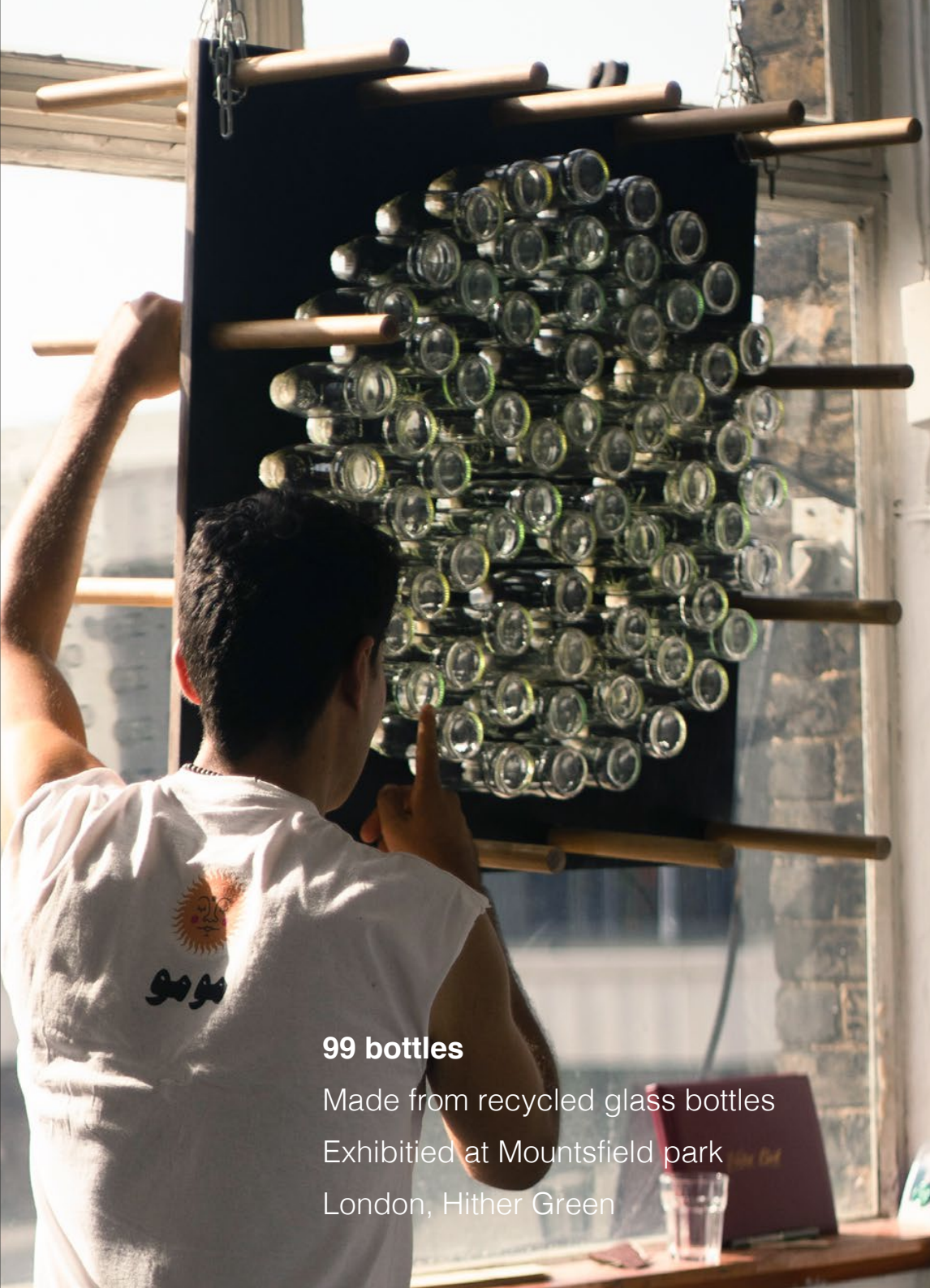
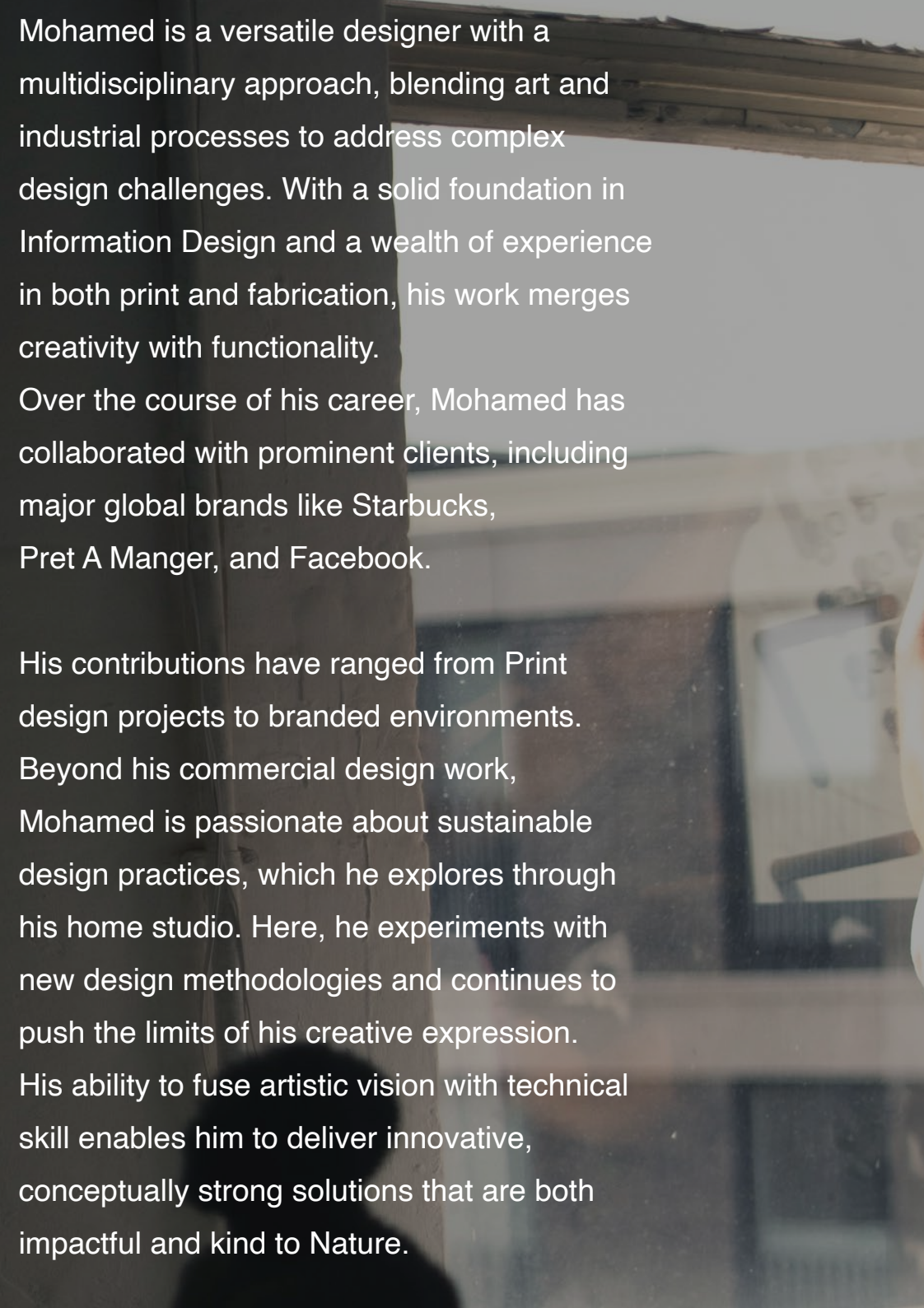


art&design Portfolio

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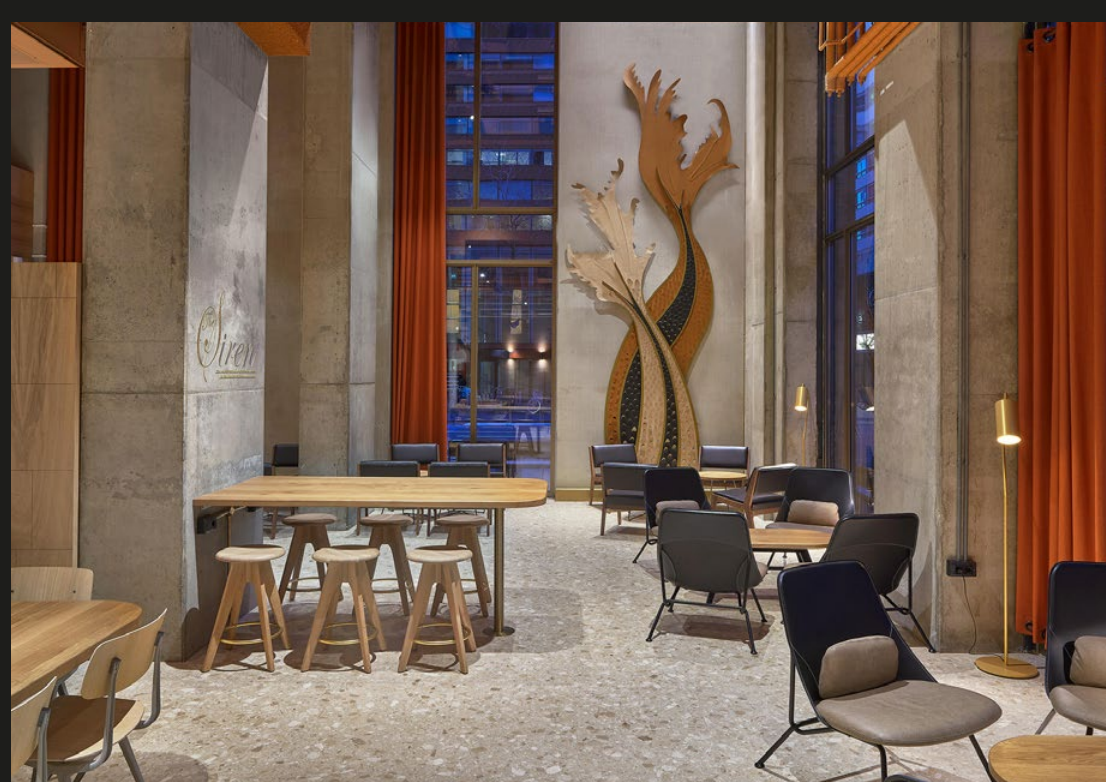
Mohamed is a versatile designer with a multidisciplinary approach, blending art and industrial processes to address complex design challenges. With a solid foundation in Information Design and a wealth of experience in both print and fabrication, his work merges creativity with functionality.

Over the course of his career, Mohamed has collaborated with prominent clients, including major global brands like Starbucks, Pret A Manger, and Facebook.

His contributions have ranged from Print design projects to branded environments. Beyond his commercial design work, Mohamed is passionate about sustainable design practices, which he explores through his home studio. Here, he experiments with new design methodologies and continues to push the limits of his creative expression. His ability to fuse artistic vision with technical skill enables him to deliver innovative, conceptually strong solutions that are both impactful and kind to Nature.

99 bottles

Made from recycled glass bottles
Exhibited at Mountsfield park
London, Hither Green



Starbucks - Netherlands

Crafted using innovative recycled materials and brass, the artworks and design elements were developed in partnership with the Starbucks interior and concept design teams, guiding the project from initial concept through to final production and installation specifications.



Penny for your thoughts - Tails

Made from found pennies

Exhibited at NFS Gallery

London, Hackney Wick

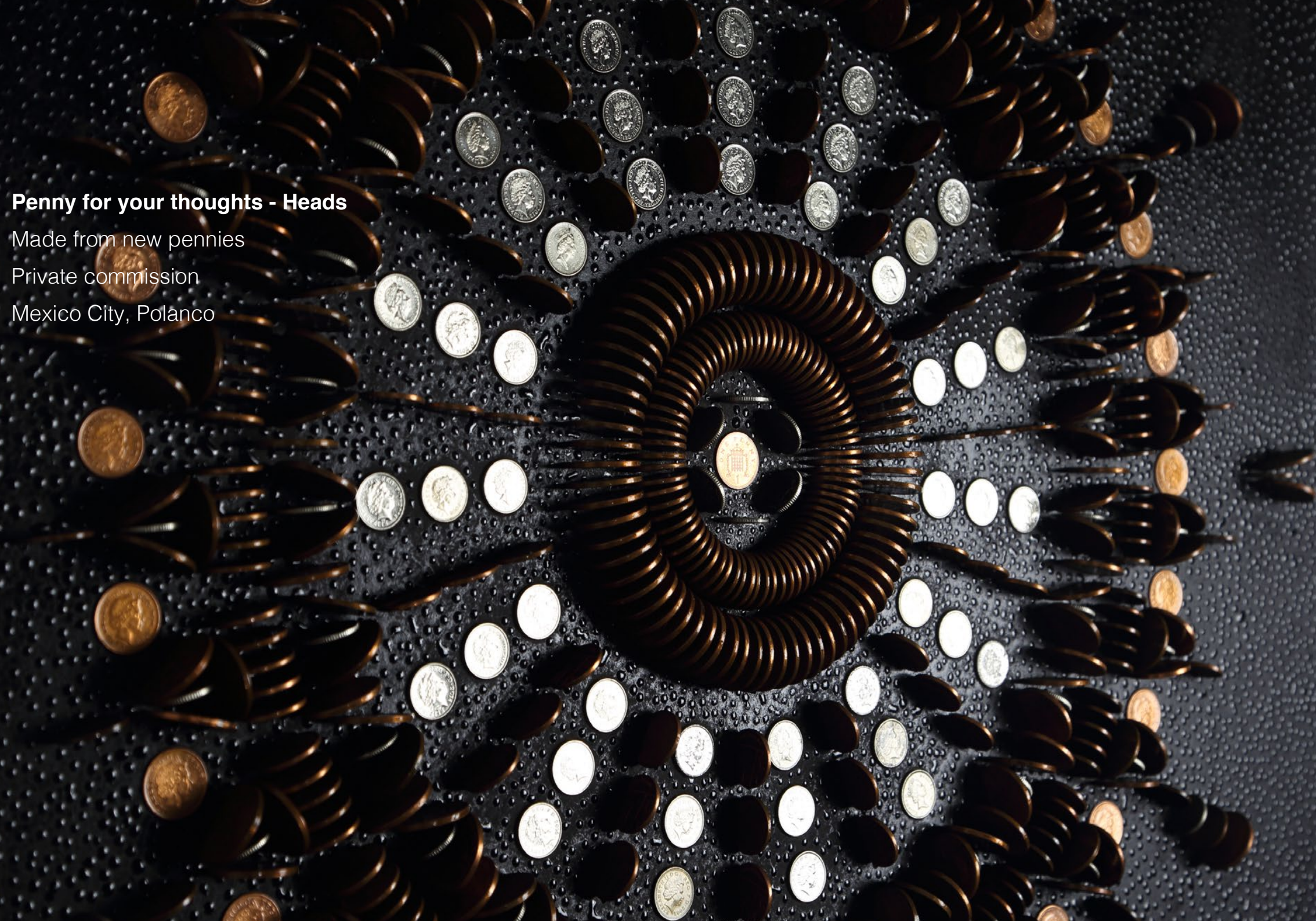
This exhibition focused on transforming waste materials that I collected from the city into beautiful, meaningful objects. It was about turning the seemingly worthless into something valuable, while also spreading positive energy by giving discarded items a second chance. For me, art serves as a way to refine my design skills, offering the freedom to experiment with new, innovative ideas without the constraints of commercial demands. This creative space has inspired me to explore eco-friendly solutions, which I can then integrate into my design work.

Penny for your thoughts - Heads

Made from new pennies

Private commission

Mexico City, Polanco





Forum mall - Kuwait

Solid oak architectural panels.

Design, production, installation guides.



Starbucks - Malpensa

Modular decorative wall panels.

Design, production & installation guidelines.



Holier than thou

Made from upcycled church candles,
prayer beads, steel, glass & brass.
Exhibited at NFS Gallery
London, Hackney Wick



Art asks questions.

These questions might not necessarily solve problems; but they 'unlock' new inspirations for both artist and observer.

As a creative person, making art has played a key role in gaining 'new' knowledge and skill whereby I learn about the world through play.

This creative practice can be seen as a form of design research focused on processes, materials, and methodologies. I've found that this invites a dynamic creative dialogue between colleagues and clients, providing an opportunity to exchange inspirations, problem-solving strategies, and design sensibilities.

Holier than thou
Surface Finish Detail



Holier than thou
Machining stage

Design is essentially about making decisions—a subtractive process. Effective design recognises and responds to a problem, with successful outcomes being clear and intuitive in their approach.

As a creator, design thinking has helped me focus on delivering straightforward, uncluttered solutions.

The more experience I gain, the more I realise that design isn't a linear process with a clear start or end, but rather an ongoing cycle that evolves over time.

For example, a logo that looks beautiful but is difficult to produce signals a flawed design process. I've found that thoughtful design decisions, informed by the entire product lifecycle, lead to more sustainable and lasting solutions.



Fabrication of a reclaimed oak wall feature on a Zund multi-material cnc machine.



Printing and Mounting
art tray frames
Julian Opie Studio, London



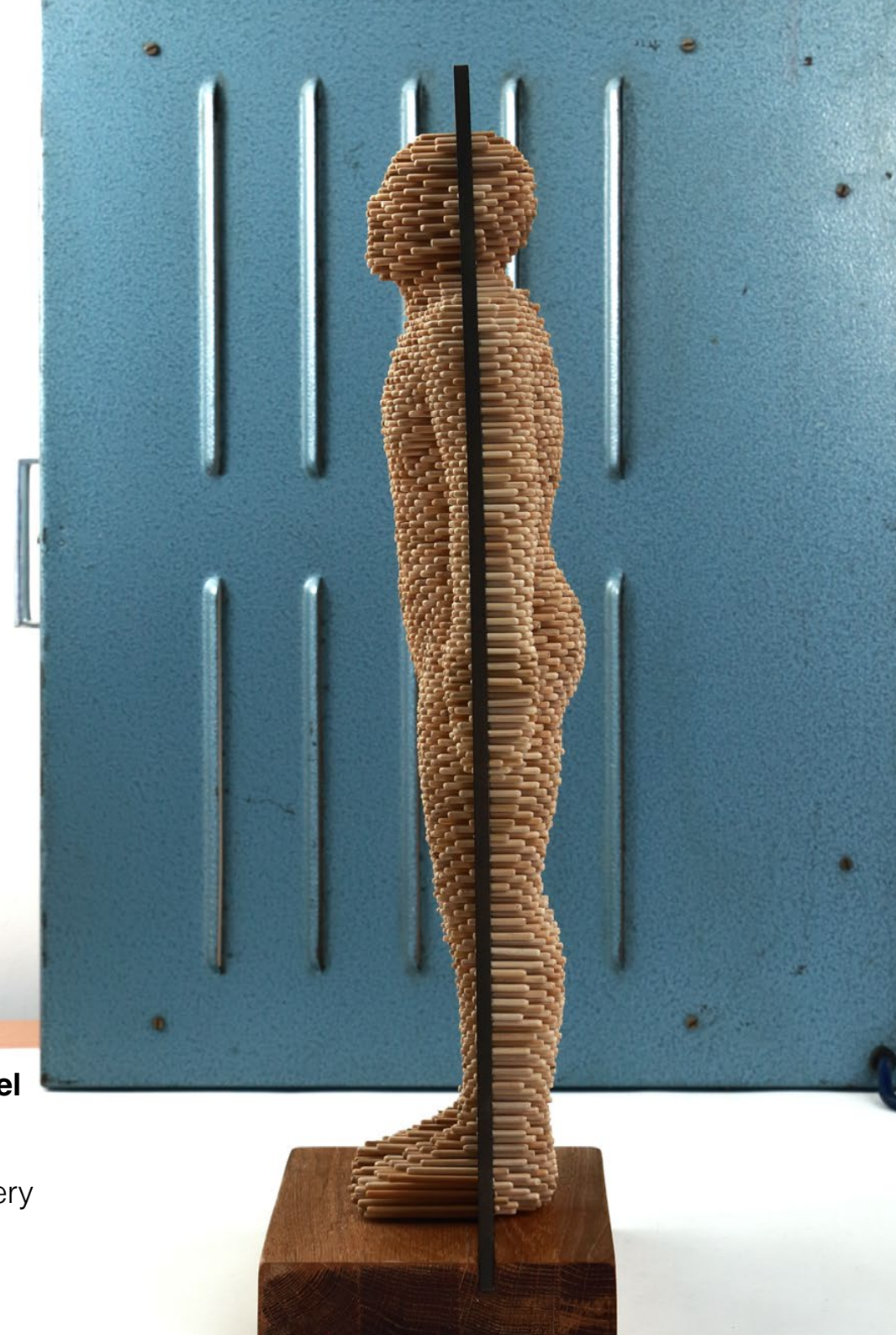
Artificial intelligence is becoming increasingly sophisticated, and while some worry that it could make professions like mine obsolete, I believe that design and the role of a designer will always be essential. Instead of viewing AI as a threat, it should be recognised for what it truly is: a powerful tool.

That said, it's important to remember that AI can be a double-edged sword—it can answer the *how*, but not the *why*. For this reason, I have always made a point to educate myself on the history of design and show respect for the pioneers who came before me.

I have found that scale models are invaluable throughout the development process for several reasons. They provide a tangible, 3D representation of an idea, helping clients better understand the design's proportions and functionality beyond blueprints or digital renders. For the sales team, models are powerful tools to present to potential clients, making the concept more relatable and engaging, which can build trust and excitement. From a design and engineering perspective, creating a scale model helps identify potential issues early, such as structural or aesthetic problems, allowing for refinements before they become costly.

Fulcrum - 1/3 scale model

Made from bamboo
Exhibited at Process Gallery
Maidstone, Kent



For me, design is more than just creating something visually appealing; it's about solving real-world problems in ways that improve efficiency and enhance everyday experiences. What excites me most about design is the challenge of problem-solving — understanding the needs of users and finding innovative, practical solutions that work seamlessly.

I don't just focus on aesthetics; I believe that every aspect of the design process should be thoughtfully crafted to ensure smooth and effective functionality. Whether it's optimising the technical aspects, like the feeds and speeds of machining, or creating installation templates that simplify a craftsman's workflow, my goal is always to make the process as streamlined as possible. This approach doesn't just make tasks easier; it also fosters a safer, more comfortable environment for everyone involved.

Good design is about more than just the finished product — it's about the journey, the efficiency, and the impact it has on people's lives.





Chiswick park building 7
London head office
Concept, Design, Cad/Cam,
installioin templates.



Thank you
for your time and attention.

To see more of my works
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