Mohamad Abdulkarim

Content Director · Art Director · Product Manager

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~20y	1,520+	500+	150+	4
experience	projects completed	games worked on	clients	companies founded

PROFILE

Creative leader with nearly 20 years in games, children's education and digital content across the Middle East and beyond. Co-founder of two studios and founder of two more. I build teams and production pipelines from scratch, set a clear visual identity and keep a steady stream of fresh, high-quality content going out. Deeply committed to Arabic and Syrian content, with several current projects in education and development for Syria.

EXPERIENCE

Founder & Manager — Present
Atfaly Amazing & Asfar Games

- Arabic-first learning platform for children: games, stories, songs and educational videos, released continuously.
- Run the company day to day: content, art, quality standards and the full production pipeline.
- Created the podcast *Uncle Nasser's Tales*: Syrian heritage stories told as bedtime tales.

Product Manager, Producer & Art Director — From 2021
AlifBee & AlifBee Kids

- Product manager on the AlifBee app; product manager and producer on the AlifBee Kids app.
- One of the largest companies supporting Arabic language and curriculum worldwide, with deals in Malaysia, Djibouti, the USA, Saudi Arabia and Türkiye.
- Produced live-service content: games, songs, videos and printables; created the children's podcast *Grandma's Tales*.

Co-founder & Art Director — 2022 – May 2023
Spoilz · Saudi Arabia

- One of the largest game studios in Saudi Arabia; set and led its art direction.

Senior Lead Artist — Aug 2019 – Oct 2021
Narcade

- Led the update of every game's art to modern, market-ready graphics.

Co-founder & Creative Art Director — 2015 – Apr 2019
Tarboosh Games

- Owned the art direction of every game; the studio reached a global level and worked with US companies.

Game Artist — Nov 2013 – 2015
Tamatem Games · Jordan

- Main graphic designer and animator at one of Jordan's largest game publishers.

Game Artist — Aug 2013 – Mar 2014
Girnaas

Art collaboration (freelance)
Blizzard Entertainment

STRENGTHS

Content direction · Art direction · Product management · Team building · Visual identity · Production pipelines · UI/UX · Storytelling · Children & education · Game art · Illustration · AI-assisted production

FOUNDED

Atfaly Amazing
Founder & Manager

Asfar Games
Founder

Spoilz
Co-founder

Tarboosh Games
Co-founder

BOOKS

The Blue Sparrow
Illustrator · award-winning children's book by Riham Marjan, Asala Publishing

Good Night, Captain Ahmad
Illustrator · written by Riham Marjan

LANGUAGES

Arabic
Native

English
Professional