

TAREK ALKOHT



Creative Director | Brand Identity, Websites & E-commerce

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PROFESSIONAL PROFILE

Creative Director and digital design professional with 20 years of experience delivering websites, WooCommerce stores, brand identities, and digital campaigns. I combine creative direction, hands-on design and technical delivery to build high-performing digital experiences that support clear commercial goals. Career highlights include 280+ projects for 84+ clients across the UAE and international markets.

CORE EXPERTISE

Creative Direction • Art Direction • Brand Identity • Web Design • WooCommerce • WordPress • Laravel Projects • E-commerce Strategy • SEO & AEO • Performance Optimisation • 3D Product Visualisation • Project & Client Management

PROFESSIONAL EXPERIENCE

Founder & Creative Director | Emargy LLC

Wyoming, USA / Remote from Dubai, UAE • Jan 2026 – Present

- Lead creative strategy and delivery for brand identities, websites, e-commerce experiences, and digital campaigns.
- Direct WordPress, WooCommerce, custom website, and Laravel-based projects from discovery through launch and continuous improvement.
- Develop and position proprietary WooCommerce products, including Emargy GEO, Emargy Flows, Emargy StoreKit, and Emargy WhatsApp Notify.
- Coordinate clients, collaborators, priorities, timelines, quality standards, and measurable project outcomes.

Graphic & Web Designer | Maribella & Mo Production House

Dubai, UAE • Jan 2025 – Present

- Designed and developed the company website and client websites aligned with business objectives, visual identities, and content requirements.
- Created responsive interfaces, visual assets, marketing materials, and reusable content templates; continue as an ongoing freelance collaborator.

Freelance Digital Designer & E-commerce Developer | Via Tonic L.L.C

Dubai, UAE • 2023 – 2025

- Designed and developed a health, beauty, skincare, and wellness e-commerce website, from interface design and store configuration to launch.
- Created 3D product visualisations, packaging and campaign assets, product mockups, print collateral, and social media content.
- Implemented on-page and technical SEO improvements, performance enhancements, troubleshooting, and ongoing store optimisation.

Independent Creative Designer & Web Designer | Freelance / Independent Practice

Syria, UAE & Remote • 2006 – 2025

- Delivered visual identities, websites, e-commerce stores, printed materials, and digital marketing assets for businesses in diverse industries.
- Managed direct client relationships, requirements, presentations, revisions, timelines, and final delivery.

SELECTED PROJECTS & RESULTS

Emargy | Digital Product Studio Platform

emargy.com • 2026

- Directed a platform uniting services, portfolio work, WooCommerce products, articles, tools, and lead-generation journeys, with SEO and AEO implementation.

Kevin Design | Premium Corporate Website

Dubai, UAE • 2026

- Directed a custom Laravel website for an outdoor-living company with 30+ years of industry experience. Documented results: 97/100 performance and 100/100 SEO and best practices.

Dr. Hanadi Ibrahim | Medical Website

Sharjah, UAE • 2026

- Directed a custom website focused on credibility, patient journeys, responsiveness, and performance. Documented results: 97/100 mobile performance and 99/100 desktop performance.

Farel Fashion | Luxury WooCommerce Store

Dubai, UAE • 2025

- Directed product presentation, payment integrations, checkout configuration, and the commerce experience for a luxury fashion brand.

Souq Plus | Visual Identity & Brand System

UAE • 2025

- Developed a bilingual identity system covering logo applications, colours, typography, social media assets, stationery, packaging, and product mockups.

KEY ACHIEVEMENTS

- Founded Emargy LLC, a Wyoming-registered digital product studio specialising in websites, e-commerce systems, identities, and WooCommerce products.
- Launched Emargy GEO on WordPress.org as a WooCommerce merchant-readiness and AI visibility product.
- Built a 20-year creative and technical career beginning in 2006, with 280+ delivered projects for 84+ clients.

TECHNICAL SKILLS

Design & Visual Production: Adobe Photoshop, Adobe Illustrator, Blender, Typography, Logo Systems, Brand Guidelines, Print Design, 3D Product Visualisation

Web & E-commerce: WordPress, WooCommerce, Elementor, HTML, CSS, Responsive Web Design, Website Performance, E-commerce Configuration

Strategy, SEO & Analytics: Creative Direction, Brand & Digital Strategy, Project Management, SEO, AEO, Google Analytics 4, Google Search Console, Website Auditing

AI & Content Production: Midjourney, Google Imagen, Kling AI, CapCut, AI-assisted Creative Workflows

EDUCATION & LANGUAGES

Arabic: Native | English: Working Proficiency