

## **RAAFAT HUSSEIN**

Senior Motion Graphics Designer | Creative Art Director

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### **Professional summary**

A highly skilled, qualified and extremely driven Senior Motion Graphic Designer possessing a strong and solid background in design mastery and artistry, with a proven track record and competitive portfolio of 20+ years industry experience, showcasing a wide range of creative styles, artistic flair and a versatile design background in utilizing cutting-edge technologies to craft novel practices in line with the organization's strategic objectives.

### **Career objective**

Embarking on a new journey and seeking a challenging and rewarding position at a reputable and dynamic establishment, where my creativity, expertise and knowledge are well developed, utilized and challenged in contributing to the organization's goals and development. In addition to having an aptitude for learning and developing my skillset and taking on new challenges, while acknowledging the professional ethics and making the best of the workplace's diversity.

### **Summary of experience**

*Senior Motion Graphics Designer – Abu Dhabi Media – Abu Dhabi, UAE - 1999 – present*

#### Key deliverables

- Take end-to-end ownership of complete projects, creating, developing and ideating compelling concepts, themes and conceptual layouts spanning a diverse array of media, platforms and mediums
- Conceptualize, develop and design on-air campaigns, elements, show titles, packages and network branding initiatives
- Successfully participate in the creation of identities for Abu Dhabi Media's TV channels' spectrum
- Build, create, design and animate full graphics package for program identities
- Design and produce several TV virtual sets, while incorporating high level proficiency and artistry in innovative animation and motion graphic design
- Composite, build, create and assemble high quality and dynamic animations, graphics and designs according to specifications, while maintaining consistency and ensuring the design is in sync with the style guide and brand
- Drive the concept process and creation of custom motion graphics and animations strategically and creatively
- Generate and develop fresh, innovative, inspiring and on-strategy concepts and ideas to portray, produce and oversee creative solutions to address needs and challenges

*Motion Graphics Designer – Arab Radio and Television – Cairo, Egypt - 1997 – 1999*

Key deliverables

- Conceptualize and animate innovative design concepts, vivid visual effects and dynamic motion graphics
- Incorporate articulate, succinct and creative ideas, storyboards, animated motion graphics and design communications
- Develop overall visual look and feel for programs and produce innovative visual solutions
- Successfully manage and coordinate design projects from concept through completion
- Develop conceptual designs within the guidelines both on time and on budget

*Animator – Brainwaves – Cairo, Egypt - 1998 – 1999*

Key deliverables

- Develop captivating animated designs and visuals that comply with storyboard and strategy
- Design and model custom environments, character assets and custom graphics
- Create scene layout, models, backgrounds, sets and characters
- Animate compelling story-driven characters based on script and storyboard
- Create and develop storyboards that depict script and narrative

**Qualifications**

- **Bachelor of Science, Computer Science – 1996**

Higher Institute of Computer Science - Ain Shams University, Cairo - Egypt

- **Diploma, Graphic Design - 1996**

Integrated Group 3D, Cairo – Egypt

**Certifications**

- **Davinci resolve Certification**

Mediaayadubai.com

**2018**

- **Iconstation Certification**

Harris

**2018**

- **Viz rt for artist Certification**

Vizrt

**2016**

- **Mastering C4d Certification**

Mediaayadubai.com

**2013**

**Key competencies**

Core competencies

- Motion graphics

- Creative art direction
- Storyboarding and creative concepts
- Concept designs and solutions
- Branding
- Compositing
- 3D Modelling

#### Technical skills proficiency

- Maxon C4D
- Adobe Package
- Davinci

#### Professional and personal attributes

- Experience delivering and overseeing end-to-end designs across multiple media types, screens, formats and technologies
- Ability to storyboard concepts in a strategic, innovative and engaging way to convey and articulate desired ideas and messages
- Advanced conceptual creative and production skills with a strong understanding of layout principles and aesthetic design concepts
- Excellent design vision and ability to take concepts and turn them into communications deliverables that support strategic objectives
- Ability to thrive and excel independently, autonomously and alongside cross-functional teams in a fast-paced and dynamic environment
- Highly organized with the ability to juggle priorities and successfully run multiple projects simultaneously and concurrently
- Strong leadership and effective task management skills
- Demonstrate effective leading, coaching and guiding in a collaborative environment
- Effective, clear and concise communicator displaying strong communication, interpersonal and organization skills in a deadline-driven environment
- Strong problem-solving, critical thinking, analytical and reasoning skills
- Demonstrate sound judgment and prudent decision-making in dealing with multiple priorities and timelines

#### Language skills

- Native Arabic
- Proficient English

#### **Links to portfolio**

<https://vimeo.com/user6221404/videos>

<https://www.behance.net/raafathusein1>

[https://www.youtube.com/channel/UC4sDcHDeSyJY8S\\_s6ei6Ftw/videos](https://www.youtube.com/channel/UC4sDcHDeSyJY8S_s6ei6Ftw/videos)

#### **Reference:**

On request