

AAMIR SHAH

Creative Ai enthusiast, Media and Broadcast, Team Leader & Consultant

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Career Overview

A highly creative and technically skilled professional with 25+ years of experience in broadcast, motion graphics, and creative direction. Proven ability to lead teams, manage projects, and deliver exceptional results for major brands, from concept development and branding to production design and execution. Expertise encompasses a wide range of disciplines, including 2D/3D animation, VFX, video editing, and motion graphics, utilizing industry-standard software and hardware solutions. Adept at leveraging cutting-edge AI technologies to enhance creative output, streamline workflows, and drive innovation. Possesses a strong understanding of AI-driven creative processes and is committed to staying at the forefront of advancements in AI-powered tools and techniques. Seeking a challenging leadership role where I can apply my creative expertise and AI enthusiasm to inspire teams and push the boundaries of creative excellence.

Experience

Senior Motion Graphics - Abu Dhabi Media Network Abu Dhabi, UAE | Jun 2024 - to date

As a key member of the Creative Department, I manage the daily animation needs for Abu Dhabi Media Network's diverse portfolio of channels, including Abu Dhabi TV, Emarat TV, Abu Dhabi Sports, Baynounah TV, and Yas. Since June 2024, I've officially held this position, building upon my prior experience with Baynounah TV. This transition reflects the successful merger of Baynounah TV with ADM in 2023. Beyond my core responsibilities, I am actively involved in driving the integration of AI tools and providing support to the entire team, enhancing our creative capabilities and efficiency. In addition to generating AI-based creative content, I am also developing workflows for others to follow, ensuring the effective and consistent application of these technologies across the team.

Senior Motion Graphics - Baynounah TV Abu Dhabi, UAE | Apr 2014 - May 2024

I spearheaded the development and execution of the visual identity for Baynounah TV, extending its reach across all platforms, including broadcast, events, and channel programming. I led the creation of compelling proposals and oversaw their execution to meet the daily content objectives and contribute to the overall channel image. Managing all aspects of VFX and GFX production for idents, promotions, and related materials, I ensured high-quality output aligned with the brand's vision. Providing creative consultation to senior management, I leveraged my deep understanding of the creative process to deliver effective solutions for their graphics needs. My remit encompassed all stages of creative development, from initial concept to final execution, ensuring brand consistency and visual impact.

Senior Art Director - The AdKitchen Dubai, UAE | Jan 2014 - Mar 2014

I provided essential 3D creative support, particularly for the company's high-profile real estate client, Aldar Properties in Abu Dhabi. My contributions were instrumental in completing pitches, executions, and releases.

Creative Manager - Zee TV (MENA) Dubai, UAE | Aug 2013 – Dec 2013

I was responsible for the full branding development of a new Arabic channel launching in Dubai. This included translating management's strategic vision into a compelling visual identity. In addition, I supported the visual branding efforts for the company's existing portfolio of Dubai-based channels.

Senior Graphic Designer - TEN Sports Network Dubai, UAE | Oct 2012 – Aug 2013

As a key member of the Motion Graphics team, I created promotional materials, channel identifiers, packaging, animations, and composites for major international sporting events, including Premier League, Moto GP, PGA Tennis, Golf championships and international cricketing tournaments.

Marketing Manager - GTL Trading DMCC Dubai, UAE | Jan 2012 - Sep 2012

While this role represented a temporary departure from my core creative focus, I undertook it strategically to facilitate my return to the UAE. During this time, I gained valuable experience in the international brokerage division, where I was responsible for developing the brand, implementing technology improvements, managing online advertising campaigns (PPC), establishing content management partnerships, optimizing marketing channels, executing offline and online marketing campaigns, overseeing event management, and spearheading digital advertising initiatives.

Head of Creative Services - Recorder Television Network Karachi, Pakistan | Jan 2007 - Dec 2011

As Head of Creative Services, I led a dynamic team of 60 professionals across six sub-departments, shaping the visual identity for both NEWS and Entertainment TV channels. I defined and established the visual image, ensuring all creative output aligned with each channel's unique identity. Annually, I developed comprehensive creative strategies, presenting proposals in weekly board meetings. Overseeing timelines, budgets, and team performance, I ensured projects consistently met deadlines and adhered to allocated budgets. As the key decision-maker, I effectively resolved creative and operational challenges, implementing efficient, time-saving solutions that leveraged the team's strengths. Supervising and reviewing all creative elements, I maintained a cohesive channel look that aligned with the corporate vision and master brand. Leveraging my expertise across all stages of the creative process, I directed both the creative and managerial aspects of the department to deliver impactful, cohesive results.

Head of Graphics & Promotion - MTV Pakistan Karachi, Pakistan | Apr 2006 - Jan 2007

Creative Manager - Ogilvy & Mather Pakistan Karachi, Pakistan | Apr 2005 - Mar 2006

Creative Manager - Pyramid Production PL Karachi, Pakistan | Dec 2001 - Dec 2004

System Administrator - Bin Salem Holding Abu Dhabi, UAE | Sep 1998 - Nov 2001

Sales / Hardware Engineer - Middle East Network Tech. Abu Dhabi, UAE | Aug 1997 - Aug 1998

Administration Supervisor - Raza Travels PL Karachi, Pakistan | Jun 1996 - Jul 1997

Promoter for Microsoft at GITEX 95 Dubai, UAE | Oct 1995

Administrator General - Islamic Architectures Abu Dhabi, UAE | Mar 1993 - Apr 1996

Education & Certifications

Generative AI: The Evolution of Thoughtful Online Search - 2024

What Is Generative AI? - 2024

Brand Management: Aligning Business, Brand and Behaviour - 2021

The Fundamentals of Digital Marketing - 2021

MCSE NT4 - 1999

BS in Business Management from Southeastern University, Washington - 1996

GCE O Levels from Abu Dhabi - 1992

Clients List

Abu Dhabi Islamic Bank, Abu Dhabi Media Network, Aldar, Committee for heritage Festivals and Cultural Programs Abu Dhabi, Emaraat TV, Emirates Airlines, Abu Dhabi Airports, Phillips, Meraas Holding, Zee Film Hindi, Zee Aflam, Zee Alwan, Coke, du, Ten Sports, Ten Cricket, Ten Action, Ten HD, Ten Golf and CricOne, AAJ TV, Play TV, Business Recorder Daily, Indus TV Network, Indus Music & MTV Pakistan, Pepsi Co., Pakistan Tobacco, Ufone, TVOne, Pakistan Tobacco, Ponds, Toyota, Daihatsu, Weekend World, Walls, Lux, Erno Laszlo, International Hockey Federation, Mena Golf Tour, DP World, Six Sigma Production, Sun and Sands (UAE) Various music celebrities of Pakistan, Pakistan Super League, Telenor Pakistan.