

AYAT ALSAYYAD

Senior Digital Art Director | Multimedia Designer

About me

AYAT ALSAYYAD

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A professional 2D&3D animator ,Video editor and Digital illustrator, that has a demonstrated experience in the digital industry. Worked with a wide range of clients, broadcast networks, and design studios in diverse projects with public and private sectors.

Working in Ministry Of Culture for the last two years gave me a new perspective to the whole process of developing a successful campaign where I developed my skills even further in strategic thinking, planning and power work.

I’ve always loved making videos and drawing since I was a little kid, and this passion grew with me over the years. Animation is a real passion of mine, and being able to create large pieces of content out of nothing that have so much life and energy to them that creates a story with feeling and brings people emotions is such a fulfilling thing to take part in. After a while I was introduced to the great field of motion design which was a huge added value to my work and showed me the link between Art, Design and Technology.

Education & Skills

2020	3D Motion Graphics Diploma - School Of Motion
2017	Motion Graphics Diploma - Computek International Center
2017	Graphic Design Diploma - The American University in Cairo
2017	Arabic Calligraphy - Medad Center
2016	English Diploma - The British Council
2015	King Abdulaziz University Economics & Administration department GPA 4.8

General Skills

Art Direction
Understanding of Animation
Creative Ideas
Manual & Digital Painting

Technical Skills



WORK EXPERIENCES

2023-present	Senior Digital Art Director - Havas Creative Network Responsibilities: <ul style="list-style-type: none">· Art directing for the Havas middle east projects.· Leading the Graphics & Motion Graphics Designers team.
2021-2023	Head of Animation Team - Axis Agency Ministry Of Culture Responsibilities: <ul style="list-style-type: none">· Art directing for the Ministry projects.· Leading the Motion Graphics Designers team.
2020-2021	Senior Multimedia Designer - Fullstop Agency Responsibilities: <ul style="list-style-type: none">· Handling & oversee motion graphics & editing videos for the client (Mobily).
2019-2020	Senior Graphic & Motion Graphics Designer - Connect Agency Responsibilities: <ul style="list-style-type: none">· Handling &oversee all the graphic designs / motion graphics & editing videos for the clients (The Body Shop - ZMZM Organisation - Anchor - SAWACO international water - BEKO - GENTO - Midea).
2018-2019	E-marketing & Social media Manager - Olivia Medical Clinic Responsibilities: <ul style="list-style-type: none">· Oversee design and production of all online and offline marketing materials.
2017-2018	Motion Graphics Designer & Video Editor - Dokkanafkar Responsibilities: <ul style="list-style-type: none">· Video Direction & Video Editing.· motion graphics videos.· Storyboard drawings.