

MayaAmer.


Motion Graphics Designer & Illustrator

Senior motion graphics designer with over six years of experience, showcasing expert skills in motion graphics, illustration, and video production. Proficient in industry-standard tools, including the Adobe Creative Suite. I've had the pleasure of collaborating with marketing and design experts to create compelling visual content for SMEs and household brand names from Samsung, to Nescafe and more creating videos on social media platforms and out-of-home screens.

Info

Portfolio : mayaamerdesign.com
Email : mayaamer17@gmail.com
Social : [linkedin.com/in/maya-amer](https://www.linkedin.com/in/maya-amer)
Location : West Midlands, UK
Tel : +44 75 22 10 30 88

Skill Set

Motion Graphics Design	Illustration
2D animation	Storytelling
Campaign Development	Video Production
Adobe Creative Suite <small>After Effects, Illustrator, Photoshop Premiere Pro, InDesign, LightRoom</small>	Excellent Communication
	Collaboration
	Leadership

Work Experience

May. 2023
Present

Severn Trent Water

Senior Motion Graphics Designer

- Collaborated with the design team to generate ideas for campaigns promoting good water habits.
- Developed engaging animations to effectively convey the importance of water management.
- Edited creative video and motion graphics content under tight deadlines for social media and online platforms.
- Operated across various social media platforms and out-of-home digital screens.
- Produced graphics for videos and display advertising, integrating animation, infographics, and video footage.

Jan. 2023
Jul.2020

Cheil Worldwide - Part of Samsung Group

Senior Motion Graphics Designer - Team Lead

- Created and edited best-in-class video and motion graphic content for Samsung channels.
- Demonstrated a profound understanding of design principles, animation, and storytelling.
- Navigated a fast-paced environment, meeting deadlines without compromising quality.
- Collaborated within the motion team, delivering exciting briefs across disciplines.
- Ensured all content adhered to Samsung's brand guidelines and tone of voice.
- Refined and edited video footage captured during diverse Samsung local events.
- Mentored and inspired junior team members.

Jul.2020
Dec.2018

The Online Project - Online Marketing Agency

Mid-Level Motion Graphics Designer

- Created engaging content for Nescafe's social media platforms, catering to the Middle East audience.
- Managed and produced animated content for Bank al Etihad's social media channels.
- Developed impactful campaigns for Royal Jordanian Airlines.
- Actively contributed to the collaborative and dynamic culture defining the studio.

Nov.2018
Sep.2017

7iber.com - Online Magazine

Designer and Illustrator

- Produced tailor-made illustrations for the online magazine, enhancing the overall user experience.
- Collaborated closely with developers to create interactive designs for infographics and web visuals.
- Managed design aspects of social media content to ensure visually appealing communication.
- Shot and edited videos for 7iber.com covering different local events.

Recent Freelance Projects

- Nov. 2023
Aug. 2023
- Digital Embroidery - Project Collaboration with Unit9**
Animator and Illustrator
- Collaborated with Unit 9 Ad Agency, writer Charlie Newton, and art curator Rachel Dedman.
 - Conducted research and documentation on embroidery patterns in Palestine.
 - Developed a compelling visual piece illustrating the embroidery patterns for presentation in an exhibit.
 - Created an interactive video to enhance the viewer's engagement with the content and to be used digitally.
- May. 2023
Nov. 2022
- Sukoon - Initiative by Al Jazeera Network**
Animator and Illustrator
- Crafted editorial illustrations for articles on mental health awareness and healthy living.
 - Designed a comprehensive visual identity for the mental health platform.
 - Utilized advanced motion graphics skills to develop engaging content.
 - Collaborated on the creation of social media content, enhancing the platform's online presence.
-

Voluntary Work

- Aug.2020
Sep.2017
- Matar - voluntary group**
Recording Manager
- Recorded audio versions of books and summaries, supporting visually impaired students.
 - Contributed to building an audio book archive for the curriculum.
 - Operated the Braille conversion machine, facilitating access to essential materials for visually impaired individuals.
 - Transcribed challenging books into Braille for enhanced accessibility.
- Sep.2017
Jul.2017
- Eye on future initiative**
Social Media Content Creator
- Created social media content for the online initiative aimed at assisting high school students in discovering their passions and making informed decisions about their college majors.
 - Collaborated in filming and editing videos for the initiative, as well as designing printed materials for the students.
-

Education

- 2022
- Academic IELTS**
The British Council (Score: 7.5)
- 2012-2017
- BSc. in Multimedia Design**
The University of Jordan (GPA 3.40)
- Nov.2017
- Video story telling**
A workshop by The Danish School of Media and Journalism on the fundamentals of telling a good story through script-writing, storyboarding, and video montage.
- Mar.2020
- Character Animation/ rigging bootcamps**
20 weeks online bootcamp on character animation and rigging using after effects and Duik Bassel to learn simple movements and animation techniques for characters.
-

Referrals

Laura Commer
Senior Brand and Creative Manager
Laura.Commer@severntrent.co.uk



Severn Trent Water

Shireen Nababteh
Executive Creative Director
Shireen.n@cheil.com



Cheil Worldwide

Mahmoud Abu Adi
Editor-in-Chief | Digital Division
abuadim@aljazeera.net



Aljazeera Network