# MOATAZ ABOAMER

Graphic & Motion Designer | Visual Storyteller

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## PROFILE

Graphic and motion designer with over ten years of experience creating brand-led campaigns, design systems and social-first content for global organisations, including SiGMA World in Cyprus, international news organisation The New Arab in London, UN agencies, and international NGOs. Advanced across the Adobe Suite with strong motion graphics, 3D and illustration skills and hands-on use of AI-powered creative tools, delivering both static and animated assets for social media, digital campaigns, print and live events. Experienced in building reusable templates and asset libraries, holding brand consistency across multi-language markets, and managing multiple stakeholders and deadlines in multicultural teams.

## KEY SKILLS

**Core Skills**

- Campaign Concepts, Key Visuals & Creative Direction
- Brand Identity, Design Systems & Template Libraries
- Social Media Assets & Digital Campaign Visuals
- Motion Graphics, Animation & Short-form Video
- AI-Assisted Design, Image & Video Generation
- Layout, Typography & Brand Consistency
- Infographics & Data Visualization
- Internal Communications, Events & Print Collateral
- Cross-functional Collaboration & Project Management

**Languages**

- English (Fluent)
- Arabic (Native)

**Tools & Software**

- Adobe Photoshop
- Illustrator
- InDesign
- Figma
- After Effects
- Premiere Pro
- Canva
- Cinema 4D
- Blender
- Maya
- Higgsfield AI

## PROFESSIONAL EXPERIENCE

**SiGMA World | Limassol, Cyprus**

Motion Designer (Full-time) | Dec 2025 – Present

SiGMA World is a global gaming and technology group running eight international summits and a multilingual media network from offices in Malta, Cyprus, Asia and Latin America. At SiGMA World, I:

- Create engaging motion graphics, animations, and visual content for global events, digital campaigns, social media, and marketing communications.
- Collaborate with creative, marketing, and content teams to transform ideas and complex information into compelling visual stories that strengthen the SiGMA brand across international markets.

**The New Arab | London**

Motion / Graphic Designer (Full-time) | Dec 2024 – Nov 2025

The New Arab is a lead English-language non-partisan news platform covering issues of democracy, social justice and human rights across the Middle East and North Africa reaching 3 million viewers monthly. At The New Arab, I:

- Developed key visuals and motion graphics for editorial campaigns across digital and social channels.
- Produced short-form video content and animated explainers adapted to the formats and specifications of each social media platform.

**The Sentry | Washington, DC**
Motion / Graphic Designer (Contract)

The Sentry is an investigative and policy organisation that seeks to disable multinational predatory networks that benefit from violent conflict, repression, and kleptocracy. At The Sentry, I:

- Design and format investigative reports and digital assets to communicate complex data on global illicit financial flows which support regulatory action and prosecution of crimes against humanity.
- Create infographics, charts, maps, social media visuals, and reusable templates and asset libraries that improve clarity, brand consistency, and workflow efficiency across the team.

**ICARDA | Cairo**
Graphic Designer (Contract)

ICARDA is a CGIAR-partnered international organisation delivering science-based agricultural solutions for climate resilience supporting marginalised smallholder farmers across North Africa and West/Central Asia. At ICARDA, I:

- Design reports, infographics, and motion graphics focused on communicating complex agricultural science to technical and non-technical audiences across 50 countries.
- Design visual content for mobile apps and communicate nutrition research to policymakers, research institutions and civil society.

**International Labour Organization (ILO), UN | Geneva**
Multimedia Producer | May 2015 – Jul 2024

For ten years, I supported ILO offices globally including Cairo, Baghdad, Yangon, Tirana and the headquarters in Geneva. At the ILO, I:

- Produced 60 motion and animation graphics for global campaigns on workers' rights and child labour, localised into Arabic, French, Spanish, Burmese and English while maintaining a consistent visual identity across markets.
- Produced more than 100 infographics aggregating and clarifying national labour statistics and economic indicators across countries.
- Designed over 40 illustrated posters on labour rights and workplace best practices, printed and displayed as internal communications across Egyptian factories nationwide.

**Food and Agriculture Organization (FAO), UN | Rome**
Motion Designer | Sep 2023 – Apr 2024

- Produced a flagship motion graphic video for the TAP-AIS project presented at the G20 Summit in Brazil.
- Produced animated explainer videos for international policy initiatives.

**GIZ | Cairo**
Illustrator / Graphic Designer | Jan 2020 – Dec 2023

- Produced visual content supporting economic development and sustainability programmes in Egypt.

**Danish Refugee Council (DRC) | Copenhagen**
Illustrator / Motion Designer | Jan 2020 – Nov 2021

- Created a series of interactive comics sharing refugee reel stories from Rohingya and Hazara communities.

**Elaraby Group | Cairo**
Art Director / Motion Designer (Contract) | Jan 2020 – Mar 2021

- Directed a 2D animation series for employee communications on workplace practices across Elaraby factories.
- Managed concept design and led a team of animators and voice artists.

**IOM – International Organization for Migration, UN | Cairo**
Motion Designer (Contract) | Jan 2018 – May 2020

- Produced motion graphic videos raising awareness on child migration.
- Created stop-motion videos as part of refugee donation campaigns.

**Revival Pictures | Cairo**
Art Director / Motion Designer (Full-time) | Jan 2015 – Oct 2015

- Developed concepts for TV programs and promotional video productions.
- Produced motion graphics for multimedia campaigns.

**Tahrir Academy | Cairo**
Senior Illustrator (Full-time) | Oct 2012 – Dec 2014

- Designed illustrations for educational videos.
- Developed visuals for the academy's e-learning platform.

**Small World Interactive | Cairo**
Concept Artist (Full-time) | Jun 2011 – Mar 2012

- Designed characters, props, and environments for games.
- Created illustrations for Denmark’s first augmented reality children's book 'Agent 00 Nisse'.

**Algazera Animation Studio | Cairo**
3D Character Artist (Full-time) | Jan 2010 – Mar 2011

- Modelled, textured, and rigged 3D characters.
- Collaborated with art directors to design characters for animation.

**Coincide Animation Studio | Cairo**
Storyboard Artist (Full-time) | Nov 2008 – Dec 2009

- Created storyboards for 60+ episodes of the Egyptian animation series 'Bessant we Diasty'.

## EDUCATION

Bournemouth University, UK | MA, 3D Computer Animation (2022 – 2023)

Minya University, Egypt | BA, Fine Arts (Graphics) (2003 – 2008)