

Mohamad Elaasar Brand Designer / Illustrator / Animator
www.mothedesigner.com
mo.thedesigner@hotmail.com / (+44) 7549405003
Linked in

Personal Statement

With extensive experience in Brand Design, Illustration, and Animation, I excel in crafting engaging visual narratives. I collaborate closely with editorial teams and clients to ensure seamless integration of visual elements, maintaining brand consistency and delivering impactful solutions. As a proactive leader, I spearhead rebranding initiatives and foster collaborative environments for innovation and excellence.

Experience

Middle East Eye / Graphic Designer / July 2019 - August 2023

Created visually engaging graphics, illustrations, and infographics to enhance articles for audiences across Europe, the US, and the MENA region.

Collaborated with editorial teams to craft compelling visual narratives, integrating typography and design principles for engaging information graphics and data visualisations.

Maintained brand consistency and upheld Middle East Eye's visual identity by adhering to style guidelines in all visual materials.

Utilised Motion Graphics to enhance news content, employing animated visuals for data visualisation, explainer videos, and interactive elements, simplifying complex topics for audience engagement.

Worked closely with journalists, editors, photographers, and web developers to seamlessly integrate visuals into news articles and online platforms, ensuring alignment with written content.

Brand Designer / Freelance / January 2020 - Present

Accomplished freelance Graphic and Brand Designer known for delivering impactful visual solutions, enhancing brand identities, and fostering engagement for diverse clients.

Led the creation of four animated shorts for Qatar University's FIFA World Cup 2022 campaign, later showcased on Al Jazeera Media Network Arabic.

Engaged with prestigious clients including The Royal Air Force Museum, Birmingham City Football Club, Professional Footballers association and others, demonstrating expertise in Brand Design, Character Animation, and Illustration.

Recognised for a problem-solving approach, consistently delivering designs that effectively communicate messages and resolve visual challenges.

FEMYSO / Lead Graphic Designer / Volunteer / December 2022 - Present

Played a pivotal role in shaping the creative direction of design projects, notably leading the rebranding initiative for FEMYSO's 25th Anniversary.

Established the tone, style, and aesthetic of visual materials, laying the groundwork for the organisation's future design endeavours.

Cultivated a collaborative and innovative design team, fostering an environment where creativity flourished and each member contributed meaningfully.

Set clear performance expectations, ensuring alignment with FEMYSO's mission and goals, resulting in streamlined workflows and enhanced productivity.

Acted as a vital link between the design team and other departments, facilitating communication and alignment to ensure design initiatives complemented broader organisational strategies.

Provided mentorship and guidance to junior designers, empowering their professional growth and ensuring continuity and excellence within the team.

Achievements

Winner / International Competition ENAR's 25th Anniversary Merchandise ENAR (European Network Against Racism) / 2023

Designed winning merchandise artwork for ENAR's 25th anniversary, showcasing commitment to anti-racism advocacy and contributing to their milestone celebration.

Wall Mural / Middle East Eye / 2022

Designed and illustrated three office murals at Middle East Eye, resulting in a vibrant and positive workspace. Enhancing the office environment and reflecting the organisation's creative standards.

Second Place / Abu Dhabi University Mascot Design Competition / 2018

Secured second position in the university-wide mascot design competition, showcasing creative prowess and contributing to the university's visual identity.

Education

University of the Arts London / Central Saint Martins

MA Character Animation

Middlesex University

BA (Hons) Graphic Design