

Mohamad Elaasar Graphic Designer / Illustrator / Animator
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Professional Experience

FEMYSO / Lead Designer / Volunteer / December 2022 - Present

I displayed a pivotal role in shaping the creative direction of design projects. After rebranding the organisation for its 25th Anniversary, I established its visual materials' tone, style, and aesthetic.

I led the design team beyond just supervising tasks; it involved nurturing a collaborative, creative, and efficient team to produce impactful design solutions aligned with FEMYSO'S mission and objectives.

I set clear expectations for the team's performance and ensured that everyone was aligned with FEMYSO's mission and design goals.

I served as the bridge between the design team and other departments within the organisation, ensuring that design aligns with broader strategies and initiatives.

I led the design team, providing guidance, constructive feedback, and mentorship to junior designers.

Mo the Designer ^{Ltd.} / Creative Director / Freelance / January 2020 - Present

I'm a creative and versatile freelance Graphic Designer with a thriving business known for delivering impactful visual solutions. Offering a successful track record of enhancing brand identities, increasing engagement, and creating memorable design experiences for diverse clients.

I was commissioned by Qatar University to spearhead the creation of four animated shorts for the Qatar FIFA World Cup 2022. These shorts were later featured live on Al Jazeera Media Network Arabic.

I engaged with prominent clients, including The Royal Air Force Museum, Birmingham City Football Club, Southbank University Students' Union, Professional Footballers Associations, Muslim Association of Britain and Scouts.

I demonstrate expertise as a freelance Graphic Designer, Character Animator and Illustrator, showcasing a diverse skill set across various visual mediums.

I'm known for approaching design challenges with a problem-solving mindset, consistently delivering designs that effectively communicate messages and solve visual problems.

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

I created visually engaging graphics, illustrations, and infographics to amplify the impact of articles on audiences in Europe, the US, and the MENA region.

I was promoted from Graphic Designer to Lead Designer in my third year of tenure, demonstrating exceptional design skills, leadership qualities, and a strong commitment to Middle East Eye's creative vision.

I worked alongside editorial teams to conceive and craft captivating graphics, infographics, and data visualisations for news stories across multiple online platforms.

I maintained brand consistency and adhered to style guidelines in all visual materials, upholding Middle East Eye's visual identity.

I took charge of the design team, driving the creation of interactive multimedia elements like maps, timelines, and video graphics to elevate digital storytelling and captivate readers.

I collaborated with journalists, photographers, and web developers to seamlessly integrate graphics into news articles and online platforms.

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.

Wall Mural / Southbank University / Islamic Society Student Union / 2022

Created a captivating wall mural for the Islamic Society, enhancing the visual environment and fostering cultural inclusivity on campus.

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 / 2020

Masters in Character Animation

Middlesex University / 2018

Bachelors in Graphic Design