

OMAR ABOHASHEM

Motion Graphics Designer | Multimedia Designer

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PROFESSIONAL SUMMARY

Motion graphics designer with 9+ years producing 2D animation and video content for government, tourism, and A-tier commercial brands across MENA and global markets — including 3+ consecutive years as a daily creative partner to the Royal Commission for AlUla (RCU) across two agencies. Proven high-volume production at agency pace: thousands of social videos for top Saudi governmental accounts, 500+ e-learning films, and multilingual national campaigns accelerated by AI-assisted pipelines and custom After Effects scripting. Upwork Top Rated freelancer with 280+ clients worldwide.

CORE SKILLS

Design & Animation: 2D Motion Graphics, Animation, Video Editing, Storyboarding, Concept Development, Brand Motion Systems, Art Direction

Software: Adobe After Effects (expressions + ExtendScript/JavaScript automation), Premiere Pro, Illustrator, Photoshop, InDesign

AI-Assisted Production: Generative video & image workflows, AI face replacement, multilingual voice-over & lip-sync, pipeline design & automation

Formats: Social media content (Reels, Snapchat, short form), campaign films, e-learning videos, digital screens & DOOH

EXPERIENCE

Wunderman Amman

2025 / 2026

Motion Graphic Designer

Full-time – Remote – Amman, Jordan

- Served as lead motion designer on the Royal Commission for AlUla (RCU) account, producing high-end animation for AlUla’s global tourism, culture, and heritage campaigns — extending a 3+ year daily working relationship with the client.
- Produced animated films, social content, digital-screen assets, and campaign visuals used across local and international platforms.
- Built motion systems, transitions, and animation languages within RCU brand guidelines.
- Contributed concepts and visual directions from early ideation through final execution.

Incubeta (contracted via Advansys)

2022 / 2025

Motion Graphic Designer

Full-time – Remote – Dubai, United Arab Emirates
Global digital marketing agency

- Core motion designer on the RCU (AlUla) account for 3 years, working directly with the client daily on creative direction, feedback, and delivery.
- Produced graphics, videos, and animations for social media campaigns across regional and global client accounts.
- Managed multiple concurrent projects to tight agency deadlines, collaborating with copywriters, content creators, and social media teams.
- Translated client brand identities into original multimedia concepts across platforms.

BigFish

Feb – May 2022

Senior Animator

Full-time – On-site – Cairo, Egypt
Creative, technology & media agency, MENA

- Created motion graphics for Class-A real estate and corporate clients across web, mobile, and social deliverables.
- Prepared the design plan, concept, storyboard, and layout for each motion graphics project, from first idea to final delivery.
- Partnered with art and creative teams on project scope, audio/visual selection, and delivery standards.

TrendDc

2019 / 2022

2D Animator & Video Editor | Head of Development

Full-time – Remote – Riyadh, Saudi Arabia
Leading KSA agency for top governmental accounts

- Produced thousands of short-form videos — tens daily — as a Snapchat partner agency serving top Saudi governmental accounts, events, and TV shows.
- Promoted to Head of Development: implemented new production procedures that increased efficiency and reduced costs across the motion graphics pipeline.
- Delegated and reviewed the in-house design team’s work, trained the team on new tools and methods, and supported leadership in hiring freelance instructors and post-production specialists.
- Communicated directly with high-sensitivity governmental clients to present work and align on feedback.

The Scarab Studio

2019 / 2021

Motion Graphic Artist

Part-time – Hybrid – Cairo, Egypt
Creative & strategic agency

- Produced 500+ e-learning videos across 12+ online courses, owning post-production from script to screen.
- Collaborated with illustrators and content teams on storyboards, style references, and animation of final artwork.

Upwork

2016 / 2025

Motion Designer & Animator — Top Rated

Freelance – Remote – Worldwide clients

- Earned and sustained Upwork “Top Rated” status with 280+ clients worldwide, maintaining response times under one hour across time zones.
- Delivered corporate videos, e-learning content, marketing demos, and web/mobile motion assets to international briefs, on deadline.

SELECTED PROJECTS

Multilingual Pilgrim-Guidance Campaign — 2026

Ministry of Hajj & Umrah, Saudi Arabia

- Designed and animated 100+ instructional videos (14 films localized into 13 languages) for the Ministry’s official channels, delivered in about one week.
- Engineered the AI-assisted pipeline behind that speed: custom ExtendScript (JavaScript) automation in After Effects, AI face localization per audience nationality, and synchronized multilingual voice-over and lip-sync.

“SepNumber” — Daily GIF Series

Self-initiated animation challenge — published on [abohashemart.com](#)

- Designed and animated a new GIF every day of September, each concept built around that day’s international world day — idea to finished animation within 24 hours.
- Created tens of original self-directed GIFs overall, published as an ongoing series.

EDUCATION

LL.B — Bachelor of Laws

2014 / 2018

Cairo University — Faculty of Law, English Section

LANGUAGES

Arabic (Native) • English (Fluent)