

Zuhair Shaikh El Jabal

Senior Multimedia & Creative Designer

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PROFESSIONAL SUMMARY

Senior Multimedia & Creative Designer with 10+ years of experience in broadcast media, government communication, advertising and digital content production. Specialised in motion graphics, TV intros and on-air graphics, social media campaigns, brand identity, video editing and AI-driven image and video production. Currently leading creative deliverables for the UAE Ministry of Sports account, with a track record of leading design teams and keeping brands consistent across every platform.

SKILLS

Design & Motion: Graphic Design, Motion Graphics & Animation, Video Editing, Broadcast & On-Air Design, Brand Identity, Social Media Design, Campaign Design, Interactive Prototyping

Software: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Microsoft Office

AI: Generative AI Imagery & Video, AI Content Generation, Prompt Engineering, Nano Banana, Kling, Seedance, GPT Image, ElevenLabs, Suno

PROFESSIONAL EXPERIENCE

Senior Multimedia & Creative Designer | Aug 2022 – Present

Orient Planet Group, Dubai, UAE (UAE Ministry of Sports account)

- Lead all visual output and design deliverables for the UAE Ministry of Sports account, in line with federal government branding standards.
- Produce social media campaigns, digital content, motion graphics, video edits and event materials for national occasions, sports events and awareness campaigns.
- Create AI-driven videos and key visuals using generative AI tools (Nano Banana, Kling, Seedance, GPT Image, ElevenLabs, Suno) alongside the Adobe workflow.
- Work with account managers and stakeholders to turn strategic objectives into clear, high-impact visual communication.
- Member of the Government Communication team that received the Minister of Sports Award for best work team in the Zero Bureaucracy programme.

Media Manager | Dec 2020 – Mar 2022

Melody FM, Damascus, Syria

- Managed full production of social media visual content, overseeing design quality and publishing workflows.
- Streamlined internal design processes, reducing project turnaround time by 20%.
- Supervised a team of designers and editors to ensure timely delivery and brand consistency across channels.

Senior Graphic Designer | Jan 2019 – Dec 2020

Three Dimensions, Damascus, Syria

- Planned, designed and managed social media content and campaigns for multiple brands.
- Developed content calendars and creative concepts that improved audience reach and engagement.
- Coordinated with copywriters and marketers to deliver cohesive multi-platform campaigns.

Motion Graphic Designer | Dec 2018 – Mar 2020

Sama TV Channel, Damascus, Syria

- Produced television program intros, on-air graphics, lower thirds and promo packages for daily broadcasts.
- Managed and enhanced visual identity elements across TV programming for high-quality on-screen presentation.
- Collaborated with producers and directors to translate editorial concepts into engaging broadcast content.

Social Media Designer | Mar 2015 – Feb 2018

TBZ Group, Damascus, Syria

- Oversaw the creation of all social media designs across the group's brands and managed overall visual direction.
- Supervised a team of editors and designers to maintain consistent branding and high content quality.

AWARDS & CERTIFICATES

- **Minister of Sports Award**, UAE Ministry of Sports: best work team in the Zero Bureaucracy programme (Government Communication team).
- **Certificate of Appreciation, Media Department**, General Authority of Sports.
- **Certificate of Appreciation, "Ma Alaikum Zood" initiative**, General Authority of Sports: creative contribution to the media campaign.

EDUCATION

High School Certificate, Syria

LANGUAGES

Arabic (Native), English (Fluent)