

Taha Moussa Abdulla Siefeldin

Salmiya, Kuwait

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SUMMARY:

Creative and skilled Multimedia Designer and Creative Art Director with more than 20 years of experience in designing and producing multimedia content for various platforms. Proficient in using multimedia software such as Adobe Creative Suite and Final Cut Pro. Skilled in graphic design, video editing, motion graphics, videography and photography.

EDUCATION:

Bachelor's degree in Dentistry and Oral Surgery,

Faculty of Dentistry, Minia University, Egypt, 2010

SKILLS:

- Graphic design
- Video editing
- Motion Graphics
- Photography
- Videography
- Data Analysis
- HTML/CSS
- Adobe Creative Suite
- Final Cut Pro
- Project management
- Collaboration and communication
- Team leadership
- Creativity
- Attention to detail
- Social Media
- Branding and advertising

EXPERIENCE:

Marketing Art Director (Full Time)

Rosette Medical Company, Kuwait

May, 2021 - present

- Led and managed a team of designers, copywriters, and marketers to ensure brand consistency and campaign success.
- Led the creative vision and execution of marketing campaigns, resulting in a significant increase in website traffic and lead generation.
- Designed and produced creative assets for various campaigns, including video ads, social media content, printing and email marketing campaigns.
- Managed and coordinated with external agencies and vendors to ensure timely delivery of assets.
- Oversaw the production of print collateral, including brochures, flyers, and trade show displays.
- Analyzed campaign metrics and made data-driven decisions to optimize future campaigns.

Multimedia Specialist (Full Time)

District General Trading (Formerly Al Jothen), Kuwait

April, 2017 - April, 2021

- Created multimedia content for various platforms, including social media, websites, and email marketing campaigns.
- Designed and edited videos using Final Cut Pro and Adobe Premiere Pro.
- Developed and implemented graphic design projects, including logos, flyers, and website layouts.
- Collaborated with team members to ensure consistency in branding and messaging.
- Managed multiple projects simultaneously while meeting tight deadlines.
- Maintained organization of digital assets and files.

Graphic Design and Video Editing Instructor (Part Time)

New Horizons, Kuwait.

March, 2018 - January, 2020

- Taught courses in graphic design and video editing to students at various levels, including introductory, intermediate, and advanced.
- Developed course content, including lesson plans, assignments, and assessments, that aligned with program objectives and standards.
- Delivered engaging and interactive lessons that catered to diverse learning styles and needs.
- Provided constructive feedback and guidance to students on their projects, helping them develop their skills and creativity.
- Collaborated with other instructors and program coordinators to ensure program quality and alignment with industry trends.

Multimedia Designer (Full Time)

Class&Go, Kuwait

March, 2016 - March, 2017

- Produced multimedia content for online courses and marketing materials
- Designed and animated instructional videos using Adobe After Effects
- Collaborated with subject matter experts to develop engaging and effective instructional materials
- Edited and produced podcasts for the company's website
- Designed and created graphics for online courses and marketing materials
- Managed project timelines and communicated with stakeholders to ensure project success.

Video Editor (Full Time - Remote)

Media Solutions Agency, Qatar.

July, 2013 - January, 2016

- Created and edited videos for social media and Television broadcasting.
- Developed visual concepts and storyboards, including scripting and voiceover work.
- Filmed and directed video shoots, ensuring high-quality footage and sound.
- Edited and post-produced videos using Adobe Premiere Pro and After Effects.
- Collaborated with other team members, including social media managers and content creators, to ensure that videos aligned with overall Agency strategies.

Graphic Designer, Photographer and Video Editor (Full Time)

El-Manara International Academy (German Egyptian Academy), Egypt

June, 2007 - June, 2013

- Worked on various graphic design and video projects, including branding, logos, brochures, websites, social media content, and corporate videos.
- Collaborated with clients to understand their needs and delivered projects that exceeded their expectations.
- Developed and executed creative concepts from initial ideation to final production.
- Managed multiple projects simultaneously, ensuring that they were completed on time and within budget.
- Worked closely with other team members, including copywriters, photographers, and web developers, to ensure cohesive and high-quality deliverables.

Graphic Designer (Part Time)

Tasameem Local Agency, Egypt

September, 2001 - May, 2007

- Designed and produced various print materials, including brochures, flyers, posters, packaging, and corporate identity systems.
- Collaborated with clients to understand their needs and delivered designs that met their expectations.
- Developed creative concepts and executed them from initial ideation to final production.
- Managed multiple projects simultaneously, ensuring that they were completed on time and within budget.
- Worked closely with other team members, including copywriters and photographers, to ensure cohesive and high-quality deliverables.

CERTIFICATIONS:

Adobe Certified Associate

Visual Communication using Adobe Photoshop

February, 2014

Adobe Certified Associate in

Graphic Design and Illustration using Adobe Illustrator

May, 2014

Various Lynda (now LinkedIn Learn) online courses

in various Multimedia and project Management scopes.

Massachusetts Institute of Technology | edX

Verified Certificate for Supply Chain Analytics

August, 2023

REFERENCES:

Available upon request.

PORTFOLIO:

tahamoussa.com