

MAHMOUD FEKRY

SENIOR MOTION DESIGNER / VIDEO EDITOR

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PROFILE

MOTION DESIGNER AND VIDEO EDITOR WITH 7+ YEARS OF EXPERIENCE IN MOTION GRAPHICS, 2D ANIMATION, BRAND AND LOGO ANIMATION, AND EDITING ADVERTISING FILMS FOR SAUDI AND EGYPTIAN BRANDS. I TAKE PROJECTS FROM CONCEPT AND STORYBOARD TO THE FINAL CUT, AND I BRING AI FILMMAKING INTO THE PROCESS TO CREATE SHOTS AND WORLDS THAT PUSH EACH FILM FURTHER.

EXPERIENCE

BOLD GROUP

CAIRO / RIYADH

SENIOR MOTION DESIGNER FEB 2023 - PRESENT

- LEAD MOTION DESIGN ACROSS SOCIAL, DIGITAL AND TV CAMPAIGNS, WORKING CLOSELY WITH CREATIVE DIRECTORS FROM CONCEPT AND STORYBOARD TO FINAL DELIVERY.
- ANIMATE CHARACTERS, BACKGROUNDS AND KINETIC TYPOGRAPHY FOR 2D ILLUSTRATED FILMS AND CAMPAIGN ASSETS.
- CREATE LOGO ANIMATIONS AND BRAND MOTION SYSTEMS THAT BRING IDENTITIES TO LIFE ON SCREEN.
- EDIT FILMS IN PREMIERE PRO: STORY STRUCTURE, PACING, SOUND DESIGN, MUSIC SYNC AND COLOR.
- PRODUCE AI-GENERATED FILMS AND SHOTS: TREATMENT, SHOT LIST, ANCHOR FRAMES, IMAGE-TO-VIDEO, THEN EDIT AND FINISH THEM WITH MOTION GRAPHICS.

BAIANAT

MOTION DESIGNER OCT 2020 - FEB 2023

- LED MOTION DESIGN, COLLABORATING WITH CLIENTS AND TEAM MEMBERS TO DEVELOP CREATIVE CONCEPTS AND STORYBOARDS FOR ANIMATIONS.
- PRODUCED EXPLAINER VIDEOS, PRODUCT AND PLATFORM VIDEOS, AND LOGO ANIMATIONS.

FREELANCE

MOTION DESIGNER MAR 2019 - OCT 2020

- PARTNERED DIRECTLY WITH CLIENTS AND MANAGED PROJECT TIMELINES.
- DELIVERED EXPLAINER VIDEOS, PLATFORM VIDEOS AND LOGO ANIMATIONS.

EXPERTISE

TOOLS

ADOBE AFTER EFFECTS
ADOBE PREMIERE PRO
ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP

MOTION GRAPHICS

MOTION DESIGN & 2D ANIMATION
BRAND & LOGO ANIMATION
CHARACTER ANIMATION
KINETIC TYPOGRAPHY
AFTER EFFECTS SCRIPTING (JSX)

EDITING

VIDEO EDITING & STORYTELLING
PACING & MUSIC SYNC
SOUND DESIGN / SFX
COLOR CORRECTION

AI FILMMAKING

AI SHOT DESIGN & PROMPTING
CHARACTER & SHOT CONSISTENCY
SEEDANCE · KLING · SORA · RUNWAY
NANO BANANA · MIDJOURNEY · SUNO

CREATIVE

STORYBOARDING
ART DIRECTION
PROJECT MANAGEMENT

LANGUAGES

ARABIC — NATIVE
ENGLISH — FLUENT

CLIENTS

PIF · STC · RIYADH SEASON · EXPO · CEER · ALMARAI · ANB · ALAT · SAL · STA
SCAI · AL JOMAIH · DZRT · DEEMAH · DAR ALULA · KINZA · ZUMI · SIRAR · DAN · IOT²

AWARDS & RECOGNITION

BOLD CREATIVES PROJECTS / MY ROLE: MOTION, EDITING & CASE STUDY FILMS

MUSE CREATIVE AWARDS 2025

DEEMAH — NOSTALGIC ICON INTO THE FUTURE

PLATINUM	BRAND TRANSFORMATION
GOLD	INTEGRATED CAMPAIGN
GOLD	ADVERTISING CAMPAIGN
GOLD	OUTDOOR CAMPAIGN

OFFICIALLY CREDITED: SENIOR MOTION DESIGNER

EFFIE AWARDS MENA 2025

DEEMAH CHIPS BRAND RELAUNCH

WINNER	SNACKS & DESSERTS
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PHNX AWARDS 2026

ZUMI — HOLD WHAT MATTERS

SHORTLIST	CASE STUDY
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WHAT I DO

01 MOTION GRAPHICS

2D ANIMATION, BRAND & LOGO ANIMATION, TYPE

02 VIDEO EDITING

STORY, PACING, MUSIC, SOUND DESIGN, COLOR

03 AI FILMMAKING

AI SHOTS FINISHED WITH MOTION & EDIT