

AJMAL MAHFOUZ

Senior Motion Designer | Art Director

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Summary

Senior Motion Designer & Art Director with 15+ years of experience creating broadcast branding, motion systems, and cross-platform visual campaigns for leading media networks and brands including TSN, Sportsnet, GALE Partners, and Rotana TV. Specialized in motion-led brand identity, creative direction, and campaign development across TV, digital, social, and streaming platforms. Proven ability to lead projects from concept through design and animation to final delivery in fast-paced, collaborative production environments.

Experience

Senior Motion Designer

Tarjama | Dubai, UAE (Remote)

July 2026 - Present

- Designed motion graphics and animated content for Misk Global Forum campaigns.
- Produced engaging visuals for social media, event coverage, and digital platforms.
- Collaborated with creative and content teams to deliver brand-aligned visual assets.

Senior Motion Designer & Art Director

Freelance | Toronto, Canada

July 2025 - Present

- Led creative direction and motion design for broadcast and digital branding projects.
- Created motion identities aligned with client goals while collaborating with cross-functional teams.
- Selected projects: Fashion News Arabia, ArabWood Show and On The Road for Rotana TV

Motion Graphic Designer

Bell Media | Toronto, Canada

Jan 2022 - Jun 2025

- Led motion design and branding for TV campaigns and cross-platform marketing across TSN and CTV.
- Translated briefs into visual campaigns in collaboration with directors, producers, and marketing teams.
- Designed on-air identities, promos, title packages, and motion graphics for TV and streaming.

Motion Graphic Designer

GALE Partners | Toronto, Canada

Aug 2021 - Oct 2021

- Created motion-led campaign assets and branded content for pharmaceutical and consumer brands across social platforms.
- Clients included Chipotle, Abbott Laboratories, and MilkPEP.

Motion Graphic Designer

Quibi | Toronto, Canada

Mar 2020 - Oct 2020

- Designed and animated motion graphics for mobile-first short-form content on the Quibi platform.
- Created motion assets and storytelling sequences optimized for vertical & horizontal mobile viewing.
- Balanced brand guidelines with experimental motion approaches for fast-paced digital audiences.

Motion Designer

Sportsnet TV | Toronto, Canada

Oct 2019 - Jan 2020

- Designed motion packages and promotional visuals for live sports and special events.
- Collaborated with producers and editorial teams to integrate motion into live broadcast environments.

Motion Graphic Designer

Al Mayadeen TV | Beirut, Lebanon

Jan 2013 - Aug 2019

- Created on-air promos, motion graphics, and branding for news and programs within the promotion department.

Motion Graphic Designer

Al Jadeed TV | Beirut, Lebanon

Jan 2012 - Dec 2012

- Developed motion design assets for TV Shows, branding, and channel identity across broadcast content.

Motion Graphics Artist

Charisma Group | Beirut, Lebanon

Jun 2009 - Feb 2012

- Created motion design assets for regional TV productions including entertainment news and talk shows. Delivered broadcast graphics packages such as openers, idents, and on-air branding.
- Supported fast-paced production for major MENA networks including MBC, Rotana, and Abu Dhabi TV.

Education

Graphic Design Certificate

Basilic College for Computer and Languages (BCCL)

Beirut, Lebanon - 2007

Core Skills

Motion and Broadcast Design

Motion Graphics | Broadcast Branding | 2D Animation | Brand Identity | Digital & Social Media

Softwares

Adobe After Effects | Premiere Pro | Photoshop | Illustrator | Adobe Creative Cloud