



Shaker Raafat

Creative/Art Director

📍 Cairo, Cairo Governorate, Egypt

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Languages

English (Fluent)

Arabic (Native)

About

A Creative/Art director and film director, who had experience before in graphic design, filmmaking, advertisements, UI/UX design, and motion graphics. Also, I had some experiences in communication. I made over 120 advertisements / motion graphics / YouTube shows / films / tv programs / tv series. Being dedicated to my work and tasks was a key to my success and developing the team around me is always a passion for me.

BRANDS WORKED WITH

Cinema Factory

DLAB

Eaga

Ebb&tide

Siemens Energy

Tabby

Experience



● Motion Designer

Tabby | Oct 2022 - Now



● Global digital designer

Siemens Energy | Jul 2021 - Sep 2022

Key Responsibilities:

- Developing and producing multimedia and design pieces (graphic design, motion graphics, advertisements, and videos) for use on websites, in digital channels, and for interactive displays and exhibits.
- Collaborating with communication teams all over the world to determine appropriate visual, texture and animated elements of projects.
- Preparing artwork and media for final approval and distribution.

Key Achievements:

- Planning, managing, executing, and overachieving Energy Week event 2022 all over the globe.
- Claiming ADIPEC 2020 awards.
- Enhancing the digital assets on the digital channels.

● Multi-Media manager

Eaga | Mar 2020 - Jul 2021

Key Responsibilities:

- Planning and scheduling video/photo shootings.
 - Choosing styles and overall look of the campaign multi-media assets.
 - Creating creative storyboards and developing them to production.
 - Post-production planning and execution.
 - Creation of motion graphics and animation assets for marketing and communication campaigns.
- Key Achievements:
- Managing 6 successful brands and developing their strategies, guidelines, brand strategy, and media strategy.
 - Developing and executing over 5000 assets.

● Creative Director

Ebb&tide | May 2019 - Feb 2020

Key Responsibilities:

- Working with the creative team to produce new ideas for company branding, promotional campaigns, and marketing communications.
 - Evaluating trends, assessing new data, and keeping up to date with the latest marketing techniques.
 - Assisting clients in resolving issues by responding to questions in a timely and professional manner.
 - Developing exceptional and well-crafted copy that meet clients' requirements.
- Key Achievements:
- Serving over 25 + happy clients at Ebb & Tide.
 - Improving the design department quality and enhancing its productivity.
 - Developing brand identity, concept, and campaigns for Ebb & Tide Auto loan to launch it through the market.



- **Videographer - Video editor (filmmaker)**

DLAB | Sep 2018 - Mar 2019

Key Responsibilities:

- Developing YouTube episodes and shows.
- Shooting, lighting, video editing, and coloring.
- Organizing data used in the post-production process. Key Achievements:
 - Reaching 120 K subscribers with Erza3 from 5 K subscriber before. All have improved with the team's consistency, and dedication to the show and content.
 - Developing Erza3 YouTube show through the content and visuals to meet the expectations of the audiences while building with them a strong relationship.

- **Producer / Assistant director**

Cinema Factory | Sep 2014 - Jan 2019

Key Responsibilities:

- Managing the production budget, and the associated administration, in accordance with client and agency expectations.
- Supplying commercials to air as per the technical brief, generating idea or new techniques to develop work as it is taken from the page to the screen.
- Involved in recruitment and selection decisions. Key Achievements:
 - Serving over 30 + happy clients at Cinema / Film factory.