



Ali Hendawy

- 📍 Riyadh, Saudi Arabia 12242
- 📞 966545498776, 9661500221
- ✉ Alihendawy16@gmail.com
- 🌐 <https://alihendawy.com/>
- 🌐 <https://www.linkedin.com/in/alihendawy16/>

Professional Summary

Creative professional specializing in motion graphics and animation with a proven track record in visual content delivery. Expertise in leading teams to create designs that meet business goals and enhance brand narratives. Skilled in animation software, video production, and editing, with a strong background in branding and storytelling. Focused on driving brand development through innovative design solutions and seeking growth opportunities in the industry.

Work History

01.2025 - current

CREATIVE DIRECTOR

AFAQY - Riyadh, Saudi Arabia

- Oversaw end-to-end video production for corporate campaigns, delivering over 15 projects on time and within budget in 2025.
- Pioneered integrated digital and print campaigns, boosting brand visibility by 40% and enhancing engagement across social platforms.
- Managed outsourced creative projects worth over 120,000 SAR annually, ensuring alignment with internal vision and brand standards.
- Directed multidisciplinary team of two designers, one social media specialist, and one copywriter, producing over 30 high-impact visual assets.
- Regularly evaluated market trends to inform design direction, maintaining relevance and competitiveness of creative outputs.

02.2018 - 12.2024

Motion graphic artist

AFAQY - Cairo, Egypt

- Collaborated extensively with marketing team, achieving cohesive final products.
- Utilised After Effects, Cinema 4D, Premiere Pro to create engaging motion graphics.
- Designed dynamic graphics for diverse video projects, enhancing brand visibility.
- Conceptualised and executed motion graphics packages for multiple broadcast platforms garnering positive feedback from clients.
- Improved creative processes through effective collaboration with graphics and design teams.

07.2022 - 01.2024

Art Director

Corporate Management Center - Cairo, Saudi Arabia

- Developed tailored design strategies for real estate clients, ensuring consistent brand identities across campaigns.
- Directed creative team, delivering 15–20 integrated projects and campaigns annually across various media.
- Supervised junior designers to uphold brand guidelines and maintain high creative standards.
- Planned and managed professional photo shoots, producing impactful visual content for property marketing.
- Streamlined workflows and prioritised workloads, achieving 95% on-time delivery rate for client campaigns.

01.2016 - 02.2018

Motion graphic artist

MTI - Cairo,,Egypt

- Designed dynamic graphics for diverse video projects, enhancing brand visibility.
- Delivered creative solutions for various marketing campaigns through innovative graphic designs.
- Adapted quickly to new software and technology advancements keeping updated with industry standards.
- Employed modern design trends in all projects ensuring cutting-edge final result.
- Utilised After Effects, Cinema 4D, Premiere Pro to create engaging motion graphics.
- Developed storyboard concepts for improved project outcomes.

Skills

- Motion graphics and animation
- Fine arts expertise
- Creative team leadership
- Visual content delivery
- Brand development
- Storytelling techniques
- Design alignment with business objectives
- Branding guidelines creation
- Animation tools proficiency
- Video production and editing skills
- Basic photography and videography
- Design background and principles

Education

09.2013 - 05.2018

Bachelor of Fine Arts, Graphic design and animation , Faculty of fine arts - Cairo, Saudi Arabia

Qualification: Bachelor of Fine Arts – Graphic Design & Animation

Institute: Faculty of Fine Arts

Duration: 09/2013 – 05/2018

Grade: Very Good

Details: Studied Fine Arts with a focus on Graphic Design and Animation.

Languages

Arabic
Native

English
Upper intermediate