



Shaker Raafat

Creative/Art Director

📍 Cairo, Cairo Governorate, Egypt

✅ Shaker's availability **should be discussed**

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Hourly Consulting, Freelance Assignments

Skills

Graphic Design (Advanced)

Digital Designs (Advanced)

Artwork (Advanced)

Brand Identity (Advanced)

Brand Design (Advanced)

Film (Intermediate)

Advertising Campaigns (Advanced)

Copywriting (Advanced)

Motion Design (Advanced)

Branding (Advanced)

UX Research (Advanced)

UI design (Advanced)

Adobe Creative Cloud (Advanced)

Final Cut Pro (Advanced)

Figma (Software) (Advanced)

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.

Languages

English (Fluent)

Arabic (Native)



● 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.