

CREATIVE DIRECTOR
PORTFOLIO



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**MOHAMMED
ZUHAIR**

 mzs1987@gmail.com

 00966 50 616 0555

 Jeddah & Riyadh, Saudi Arabia

 [linkedin.com/in/mohammedzs](https://www.linkedin.com/in/mohammedzs)

 vimeo.com/mohammedzs

 [instagram.com/mohammedzs.work/](https://www.instagram.com/mohammedzs.work/)

ABOUT ME

A look into my journey, expertise, and approach to design.

PERSONAL INFO

Birthday 1987
Relationship Married
Nationality Palestinian
Language Arabic & English

WORK EXPERIENCE



Last Phase Studio 2022 - Present
Operation Manager | Post Producer



Aroma Studio Riyadh Branch 2021 - 2022
Studio Manager | Post Producer



Brand B Studio 2018 - 2021
Studio Manager | Creative Director



Moshen 2015 - 2016
Studio Manager | Creative Director



Sa7i.com 2012 - 2015
Graphic Designer | Art Director

Free Marketing 2005 - 2006
P.R. Director Assistant

EDUCATION

Bachelor of art | Design
Curtain - Australia | 2009 - 2012

Diploma of Multimedia
R.M.I.T. - Australia | 2007 - 2009

I.E.L.T.S.
British Council - Malaysia | 2009

Interior design course
JICC - Saudi Arabia | 2004

CERTIFICATIONS

Member of Saudi Arabian
Society of Culture & Arts

Member of Film Association

Certified by General Authority
of Media Regulation

Consultant at DAW contest
Ministry of Culture



HIGHLY EXPERIENCED SELF-MOTIVATED CREATIVE LEADER...

with a strong passion for visual storytelling, design, and post-production. With extensive experience across all stages of digital art direction and creative development, I have successfully led projects from concept to execution for major brands, films, and productions.

My expertise lies in blending creativity with technology, ensuring that every project is not only visually striking but also strategically effective. I thrive on innovation and problem-solving, always pushing creative boundaries to deliver work that is both impactful and memorable.

SOFTWARE SKILLS:

- 3Ds Max
- Davinci Resolve
- Premiere
- Mocha
- Photoshop
- Reality Capture
- Blender
- AutoCAD
- After Effects
- Vray
- Illustrator
- Procreate



BRANDS I'VE WORKED WITH

A select list of esteemed brands and companies I've had the privilege of collaborating with.



CELEBRATING AWARD-WINNING PROJECTS

Honored to have contributed to projects that have received prestigious local and international awards. These achievements reflect the dedication, creativity, and collaboration of talented teams working together to bring powerful ideas to life. Being part of these journeys has been an inspiring experience, shaping stories that leave a lasting impact.





CREATIVE DIRECTION

CAMPAIGN ARTATHON

Associate Creative Director

Coordinator

Client: SDAIA

Project Input:

This campaign, sparked by SDAIA, fueled the AI Artathon—a groundbreaking competition blending artificial intelligence with artistic vision, inviting creators to push boundaries.

Project Output:

80 social media posts in various sizes, 6 motion graphics videos, and a striking 3D animation captivated viewers with their innovative flair.

My Role:

As Associated Creative Director and Coordinator, I guided a global design team, reviewed every piece for quality, and delivered to the agency. Facing communication hurdles with overseas designers, I built an automated system to streamline workflows, ensuring a seamless process that inspired artists and AI enthusiasts alike.



Click to Play



SOCIAL MEDIA TAWUNIYA

Creative Director

Client: Tawuniya

Project Input:

Commissioned by Al Tawuniyah, a local insurance leader, this project crafted visuals to spotlight their products with clarity and appeal.

Project Output:

6 key visuals stood out, blending bold design with practical messaging for a public audience.

My Role:

As Creative Director, I set the creative direction, led the design team, and ensured top-notch quality aligned with client needs. The process flowed smoothly, and my oversight transformed straightforward concepts into compelling visuals, building trust and connection with everyday Saudis seeking reliable coverage.



SOCIAL MEDIA NOUQ KSA

Associate Creative Director

Coordinator

Client: Nouq | Sawani

Project Input:

Nouq, a fresh brand under Sawani, emerged to champion camel milk dairy—pushing Saudi heritage into local and global spotlight with a nutritious twist.

Project Output:

A vibrant mix of 120 social media posts (static and GIFs), four motion graphics videos, and 3 TVCs—one starring Cristiano Ronaldo—made waves with star power and style.

My Role:

As Associated Creative Director and Coordinator, I developed an automated workflow system to improve efficiency in agency handoffs, design tasks, and client feedback. By simplifying the process for an indecisive client, I ensured a smooth campaign execution with global impact.



SOCIAL MEDIA M.O.M.A.H.

Creative Director

Coordinator

Client: Ministry of Municipal Rural Affairs and Housing

Project Input:

The Ministry of Municipal Rural Affairs and Housing launched this initiative to curb visual clutter, teaching residents what mars—or mends—their cities.

Project Output:

60 social media posts and 10 key visuals—using real city objects to spell out names in before-and-after pairs—struck a chord with clever simplicity.

My Role:

As Creative Director, I birthed the KV concept, led designers, crafted some myself, and bridged client-agency talks. When the brief lacked clarity, I met the client, shaped a vision they instantly embraced, and delivered a campaign that clarified and captivated.



SOCIAL MEDIA TAMEENI

Creative Director

Coordinator

Client: Tameeni

Project Input:

Tamini, a booking-style platform for insurance, aimed to boost its digital presence, sparking a campaign to showcase services through vibrant visuals.

Project Output:

20 motion graphics videos, 240 social media posts, and GIFs in various sizes brought campaigns to life with dynamic appeal.

My Role:

As Creative Director and Coordinator, I streamlined the process with an automated system, assigned designers, ensured quality, and met client needs. Facing a massive design load, I kept the ship steady, delivering a steady stream of content that deepened public awareness of Tamini's campaigns.



SOCIAL MEDIA MOJAZ

Creative Director

Coordinator

Client: Mojaz

Project Input:

Mojaz, a platform for car history reports, sought to raise its profile with visual content tailored for used car buyers.

Project Output:

25 social media posts in multiple sizes and 1 key visual stood out for their clear, focused messaging.

My Role:

As Creative Director, I automated workflows, guided designers, checked quality, and solved issues to meet client goals. The project sailed smoothly, and my oversight ensured content that clicked with users, boosting Mojaz's visibility in a niche market.





BRANDING & IDENTITY

BRANDING MOSHEN

Creative Director

Client: Moshen Studio

Project Input:

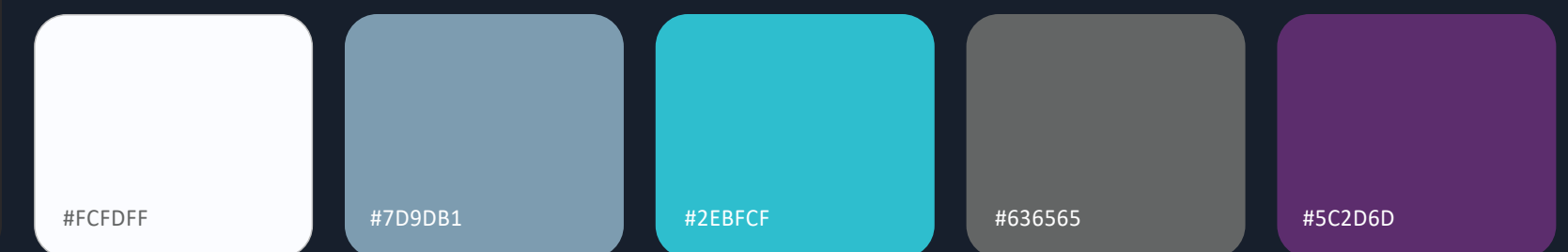
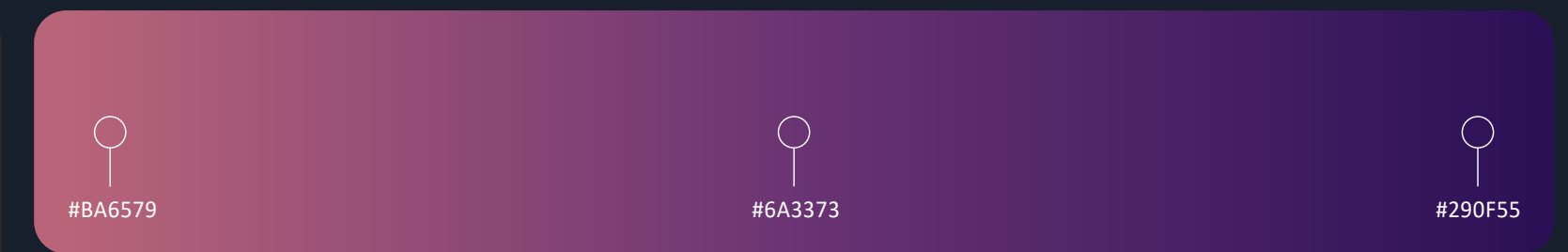
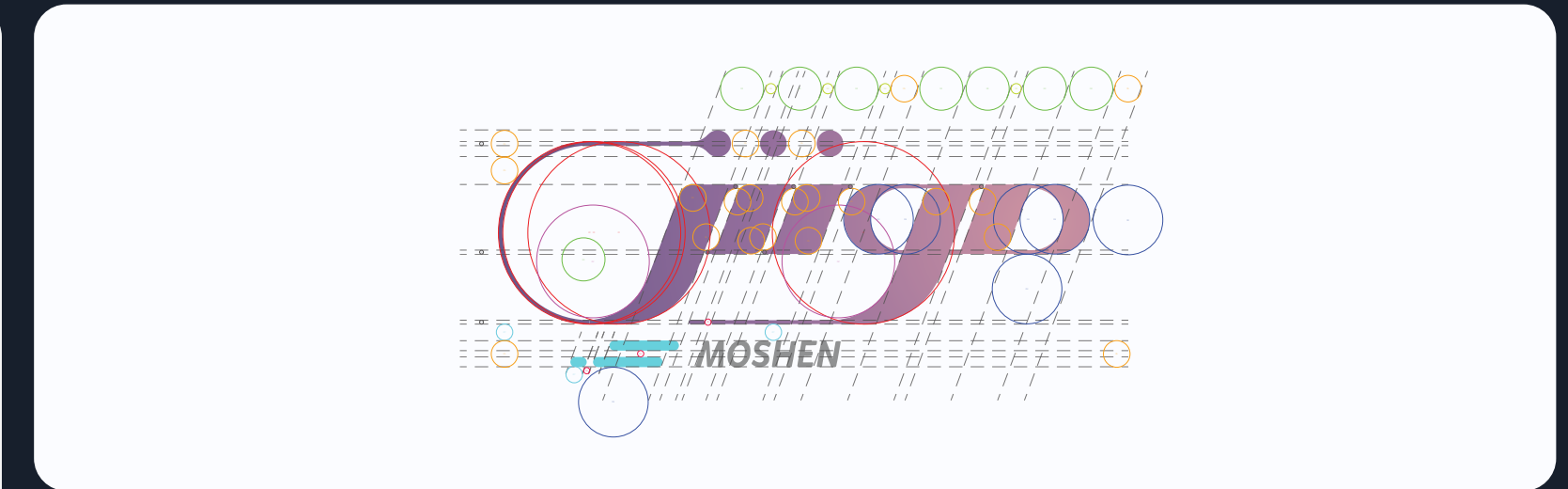
A new motion graphic design studio needed a visual identity to reflect its craft—blending stillness with energy in a bold debut.

Project Output:

A logo, business cards, letterhead, invoices, plus a designed and coded website, fused Arabic calligraphy with hummingbird hues for a striking look.

My Role:

As Creative Director, I shaped a logo with movement, drawing from arabic calligraphy and vibrant colors to echo animation's pulse. Coding the site was tough, but I mastered tutorials online, delivering a functional platform that wowed marketing teams and agencies.



BRANDING

DIM COFFEE

Creative Director

Client: dim Coffee

Project Input:

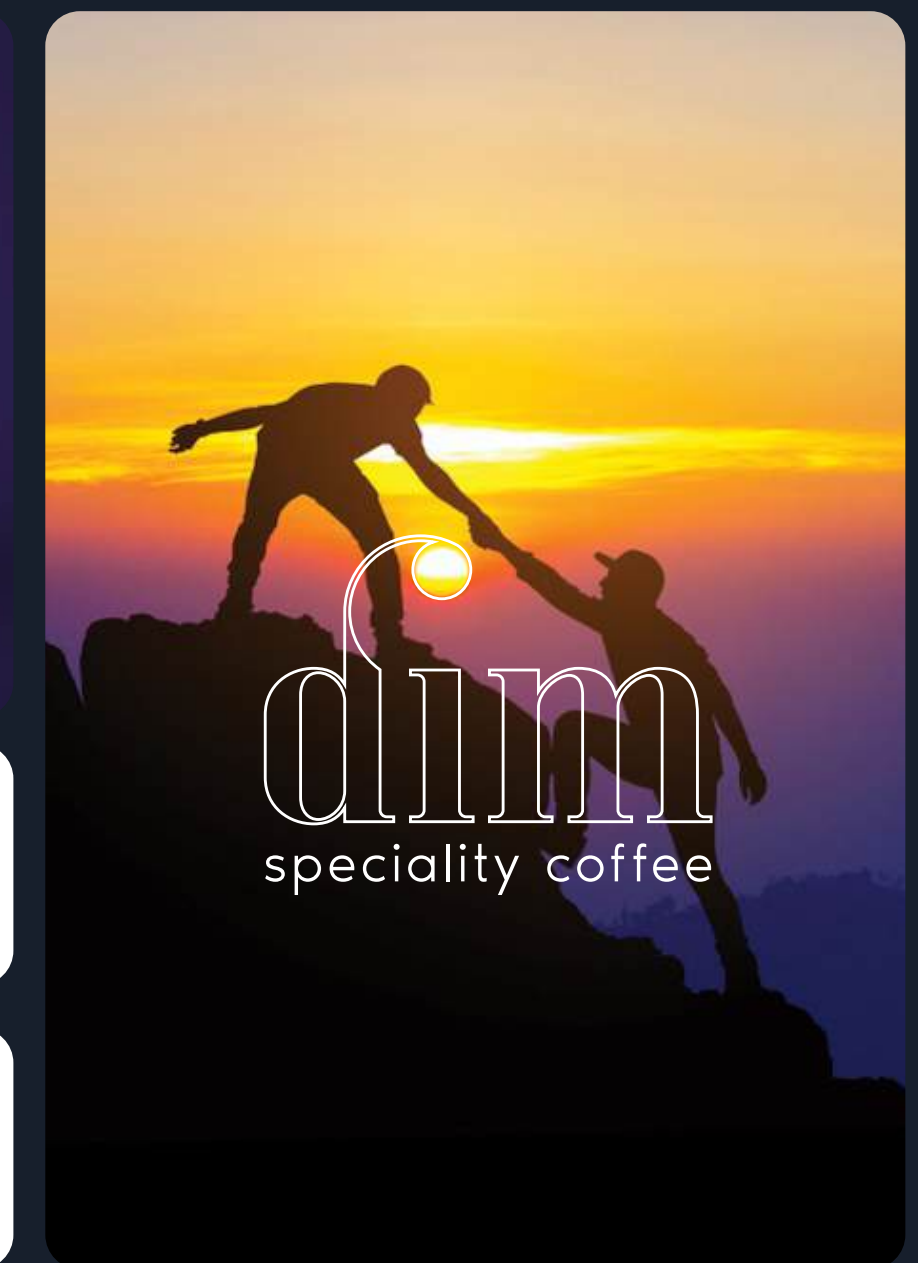
A specialty coffee owner dreamed of a brand radiating cozy vibes, sparking Dim Coffee Shop—a haven for warm, intimate moments.

Project Output:

A full visual identity—name, logo, color scheme, and stationery—delivered a memorable, luxurious feel with sunset-inspired charm.

My Role:

As Creative Director, I pinpointed light as the heart of coziness, naming it “Dim” for simplicity and shaping the logo’s “i” dot into a lamp. Drawing from sunset hues, I crafted a dimmed yet upscale vibe. With no major hurdles, my vision flowed smoothly, resonating with coffee enthusiasts with a welcoming glow.



BRANDING BRAND B

Creative Director

Client: brand B

Project Input:

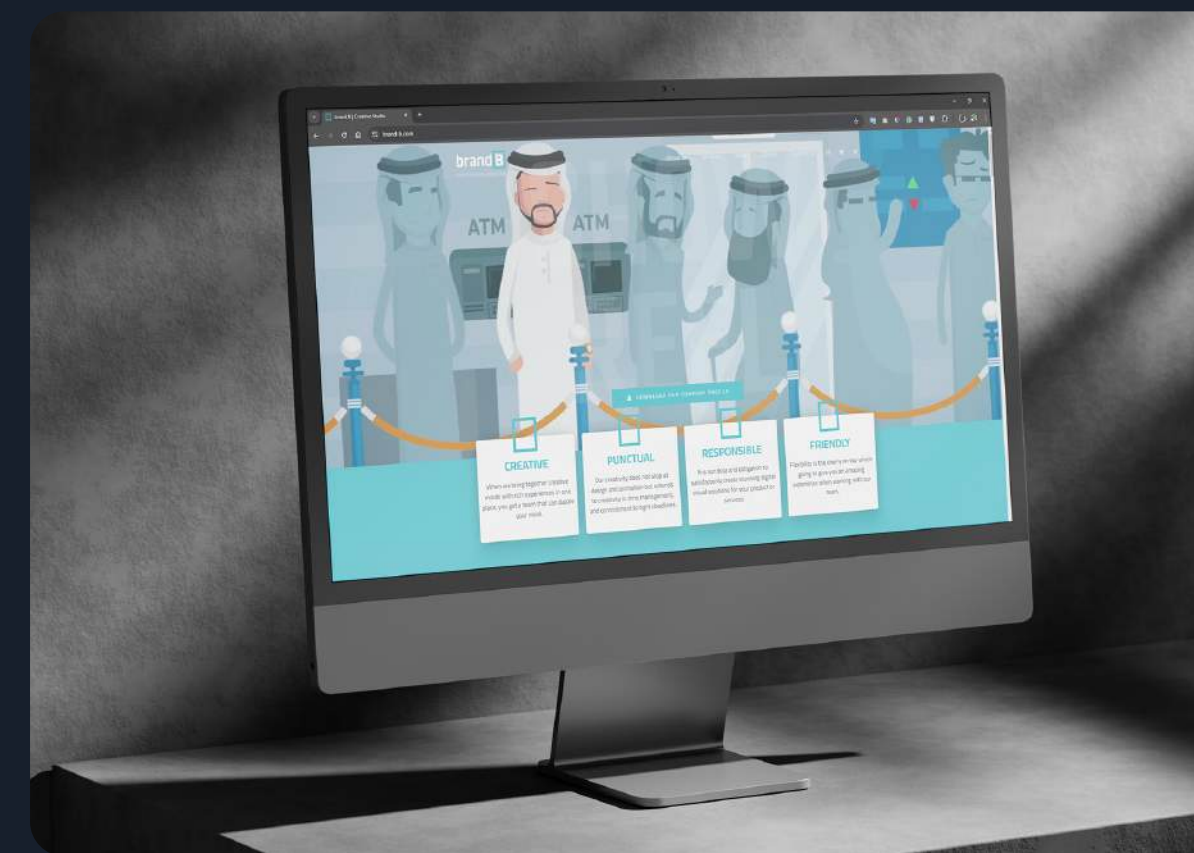
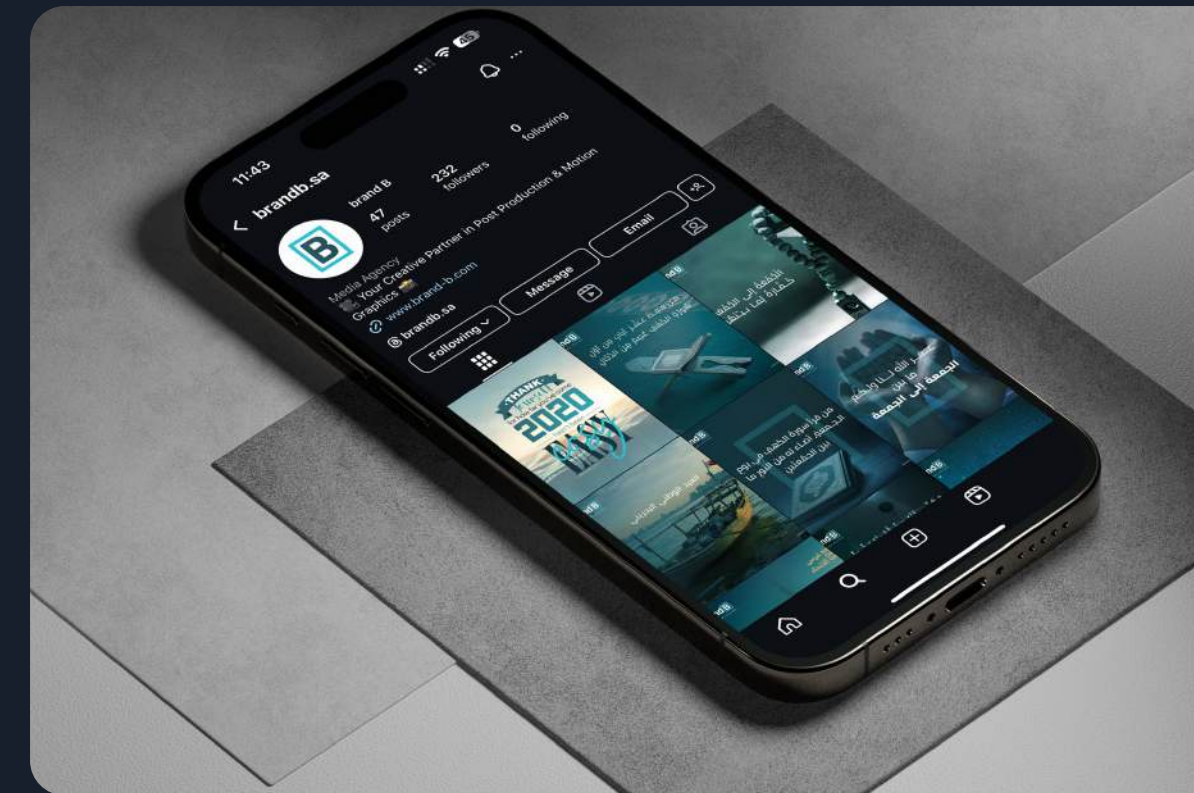
Brand B, a studio for creative solutions, sought a standout identity tied to a name with a hidden story, reimaged through design.

Project Output:

A logo, stationery, brand colors, social media posts, and a coded website glowed with aurora-inspired magic and sharp-edged flair.

My Role:

As Creative Director, I drew from the aurora's colors and framed the 'B' in a 1080x1920 canvas, reflecting their work's scope. Lacking the backstory, I leaned on imagination, crafting a bold identity that mirrored their creative range for marketing pros and agencies.



MORE PROJECTS...



POST PRODUCTION

DOCUMENTARY SERIES TO WIN OR TO WIN

Operation Manager

Post Producer

Data Management

Client: MBC Shahid

Project Input:

This docuseries captures Al-Nassr's 2022 season, revealing the Saudi football club's hidden world—grit, strategy, and unseen victories.

Project Output:

Seven 45-minute episodes aired on Shahid MBC, pulling fans into an authentic, thrilling journey.

My Role:

As an Operation Manager and Post Producer, I led post-production across multiple locations, managing 500TB of data with a triple-backup system. I streamlined workflows, coordinated global talent, and ensured seamless delivery—enhancing fan engagement through a compelling storytelling process.



CAMPAIGN

SAUDI COFFEE YEAR

Operation Manager

Post Producer

VFX Artist

Client: Saudi Ministry of Culture

Project Input:

Launched by the Saudi Ministry of Culture, this campaign honored the Year of Saudi Coffee, blending tradition with global appeal.

Project Output:

Three TV commercials and cut-downs earned a Silver Dolphin at Cannes, plus Muse, Vega, and LA International awards.

My Role:

As an Operation Manager and Post Producer, I assembled a crew from Egypt, Georgia, and the USA. Facing a tight budget, I jumped into VFX work myself. I managed cross-border post-production workflows, transforming this cultural project into an award-winning campaign that resonated globally.



Click to Play



Click to Play



Click to Play

COMMERCIAL AIR AMBULANCE

Operation Manager

Post Producer

VFX Supervisor

Client: Saudi Red Crescent

Project Input:

This campaign launched from the Saudi Red Crescent's mission to spotlight their new air ambulance service—a lifeline soaring above the Kingdom's vast terrain.

Project Output:

A TV commercial with three cut-downs and key visuals earned two Gold Telly Awards for its striking execution.

My Role:

As Post Producer and VFX Supervisor, I guided the shoot, rallied a global team—hiring a lead editor from the US and a composer from Cairo—and crafted the on-screen graphics myself. Despite endless client revisions, I kept the vision alive, delivering a powerful story on time and budget, inspiring public trust in this aerial rescue.



COMMERCIAL NATIONAL DAY

Operation Manager

Post Producer

VFX Supervisor

Client: Half Million

Project Input:

Born to celebrate Saudi National Day, this project showcased Half Million, a local coffee chain, blending national pride with every sip.

Project Output:

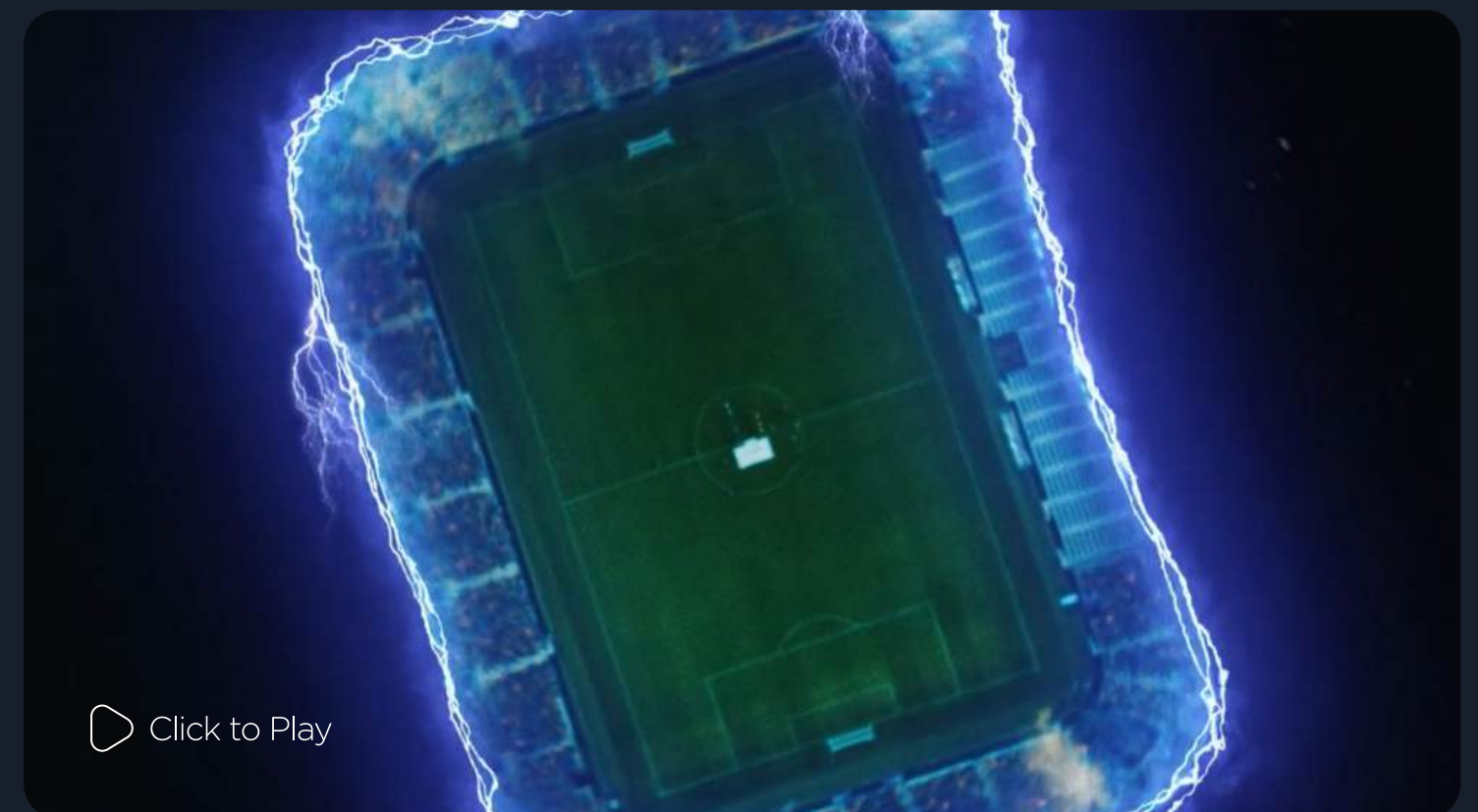
A TV commercial and cut-down, honored with the Saudi Media Award for Best Commercial, stirred hearts with its bold patriotism.

My Role:

As Post Producer and VFX Supervisor, I tackled a tight five-day post-production window. I bet big on a larger VFX team for 35 intricate shots, syncing them with editors and musicians in a whirlwind of collaboration. My gamble paid off, crafting a vibrant tribute that united Saudis in celebration, right on deadline.



MORE PROJECTS...



MOTION GRAPHICS

INFORMATIVE VIDEO

KOLLONA AMN

Creative Director

Content writer

Animator

Client: Ministry of Interior - Public Security

Project Input:

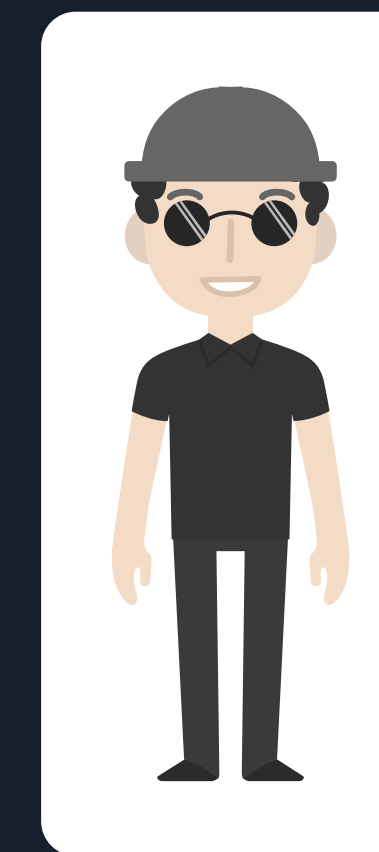
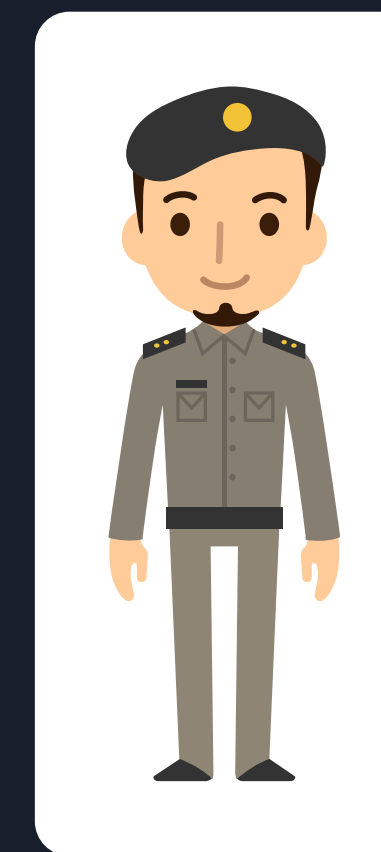
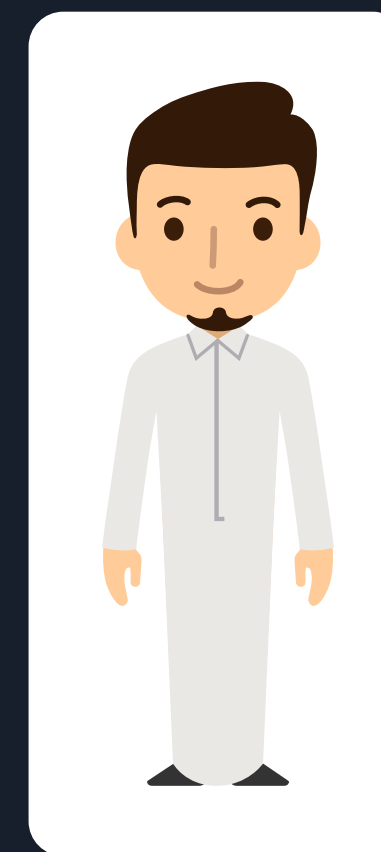
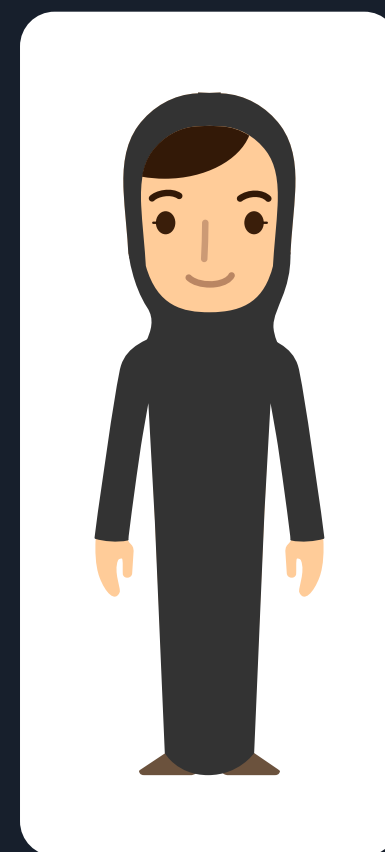
The Saudi Ministry of Interior and Public Security birthed an app (Kollona Amn) to empower citizens to report theft, accidents, or violations online, redefining safety with tech.

Project Output:

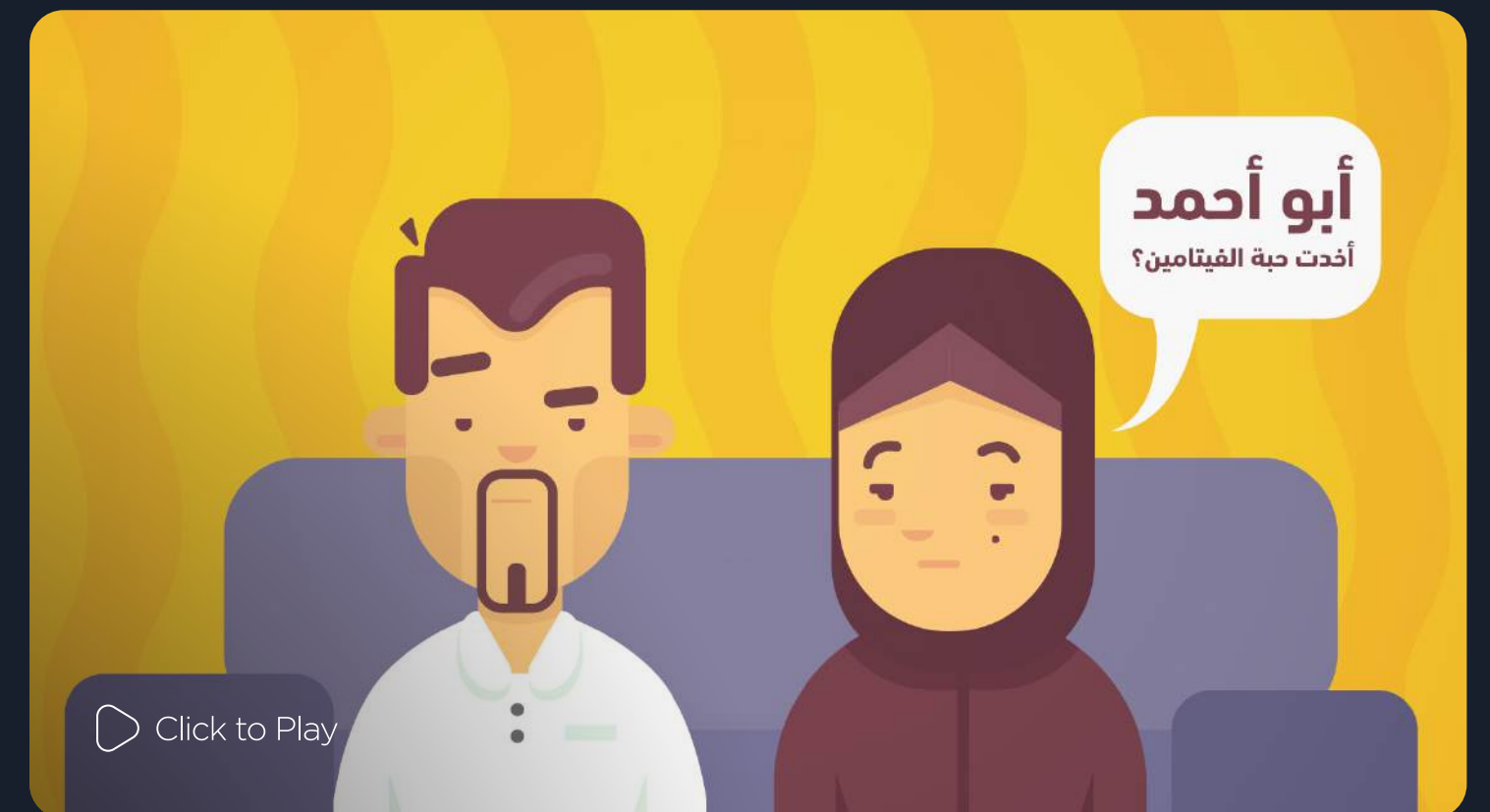
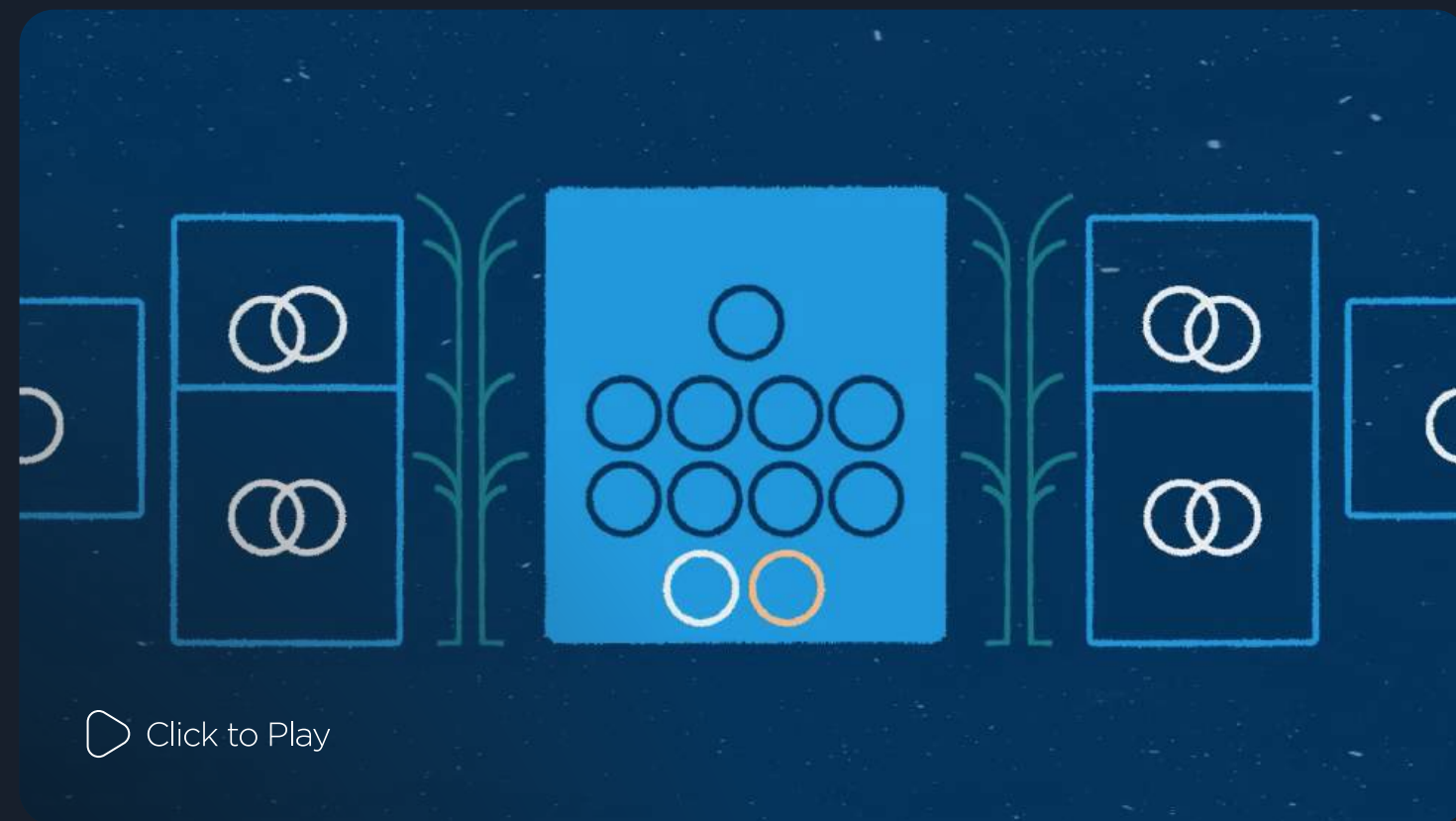
A motion graphics video aired during a major football match, on TV, and online, snagging Best Informative Video at Tunisia's Arab Security Event for its sharp delivery.

My Role:

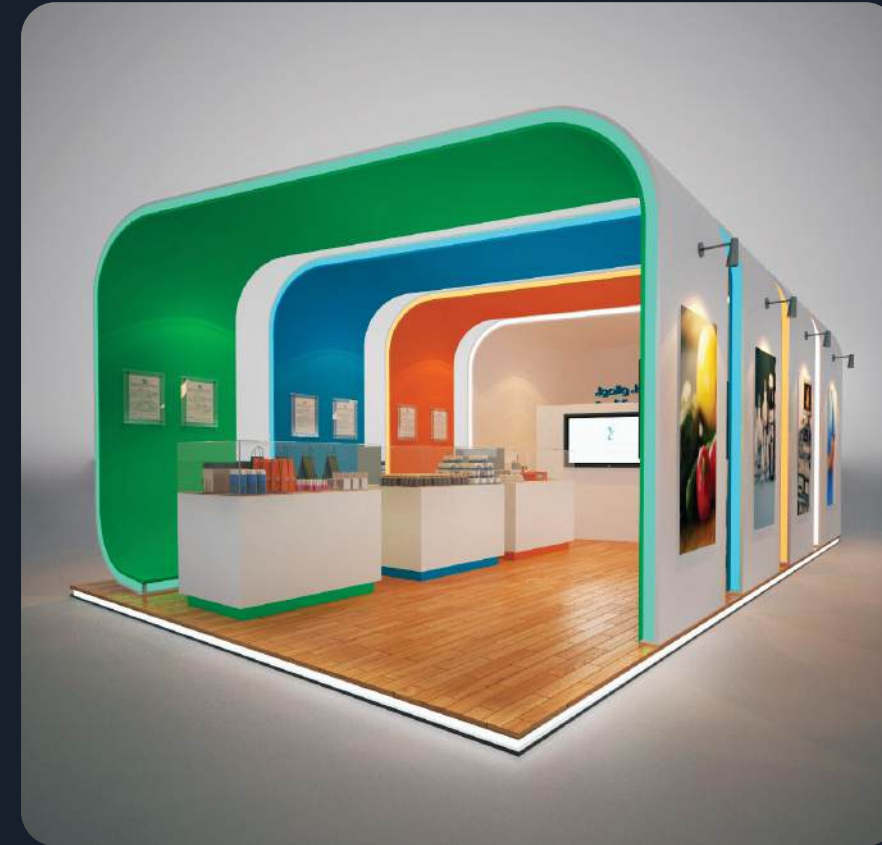
As Creative Director, Content writer, and Animator, I shaped it all—concept, script, artwork, co-animation, and sound design. Facing government hurdles, my knack for client care kept the vision on track, crafting a tool that clicked with Saudis, boosting trust and engagement.



MORE PROJECTS...



3D VISUALIZATION & PHOTOGRAMMETRY





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THANK
YOU

 mzs1987@gmail.com

 00966 50 616 0555