



Mohammd Al-Arfaj

Senior Motion Designer & Branding specialist
based in Riyadh, Saudi Arabia.
I was born in 1986.

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EXPERIANCES



2018 (Present)

Sineor Motion Designer

Producing videos for brand management.
Global Brand Management - SABIC - Riyadh

Through my role at SABIC, I oversee graphic and motion design, review designs, and coordinate with service providers to ensure brand consistency. I have led major projects, including:

- **SABIC Technical Meeting 2025 (STM-25)** – Managed the branding and design for one of SABIC's largest technical events, overseeing 230+ tasks in design and branding.
- **Video Toolkit** – Created a library of 38 motion graphic templates (.mogrt) to streamline production while maintaining brand standards (2022).
- **Brand Tip Videos** – Led the production of 14 videos, covering scriptwriting, audio coordination, design, and publication (2021).
- **Digital Brand Guidelines** – Transformed SABIC's 77-page PDF guidelines into a web platform (initiated in 2018, pending integration into the new brand space).



2017

Criative Manager

Design Team Leader - UI/UX.
DAAL Ventures - Al Khobar <https://daal.ventures/>



2016

Art Directore

Video & still/digital and printed/2D and 3D.
WhiteMedia production (Private Business) - Abha



2014

Motion Graphics Designer

King Khalid University - Portal Videos
IT of KKU - Abha <https://kku.edu.sa>

EDUCATION

2013

Professional Courses

[MCITP - CCNA - CCNP - 3D Modeling & Animation]

Vista Software Solutions - Kotchi - India

2012

Bachelor

BA of Computer Science

King Khalid University - Abha

SKILLS

Management

[Project Management - Team Leadership]

Branding

[Logo - Visual Elements - Templates - Guidelines - Review]

Graphic Design

[adobe illustrator - Photoshop - Indesign - XD]

Motion Design

[After Effects - Cinema 4D]

Video Production

[Premier Pro - DaVinci - Final Cut]

Web Development

[HTML - CSS - JavaScript]

Software

[IOS - PC - Microsoft Office]

Languages

[Arabic - English]

CONTACTS

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Website

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