

# Nabeel Asim

Senior Motion Designer

Lahore, Pakistan

## Core Competencies:

- Motion Graphics
- 3D Art
- 2D Vector-based animations
- 3D Animations
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator
- Adobe Audition
- Adobe Character Animator
- Maxon Cinema 4D
- Autodesk Maya
- Unreal Engine 5
- Reallusion iClone
- Marvelous Designer
- Cinema 4D
- Maya

## Educational Background:

- Diploma in 3D Modeling & Animation from Lahore School of Animation Lahore, Pakistan, 15

## SUMMARY

Senior Motion Graphics Designer with over 7 years of expertise in utilizing high-end software such as Adobe CC, Reallusion, and other 2D & 3D groupware for different animation and motion design projects. Skilled in After affects, Photoshop, Illustrator, and Cinema 4D for high definition 2D & 3D projects. Skilled in Character Animator, Marvelous Designer, Unreal Engine 5 and Autodesk Maya.

## SCORE CARD

Skills	Years of Experience
Overall Experience	7+
After Effects   Premiere Pro   Photoshop   3D Art	6+
Illustrator   Audition   Character Animator	4+
Cinema 4D   Autodesk Maya   Unreal Engine 5   2D	3+
Reallusion iClone   Marvelous Designer	1+

## HIGHLIGHTS

- Produced compelling 3D and 2D motion graphics content tailored for social media platforms, including Facebook, TikTok, and YouTube
- Developed informative 2D explainer videos to effectively communicate product features and benefits, contributing to successful product promotion campaigns
- Played a key role in promoting company products through visually engaging content, utilizing skills in Motion Graphics and 2D animation to effectively convey messages about Chat2sms, Web greeter, and other offerings
- Created creative Motion Graphics and 2D/3D Animation products like Almusnet, Edufi, TLX and Vicenna
- Developed and delivered 3D Art NFTs (Non-Fungible Tokens) for diverse clients, contributing to the growing market of digital collectibles.
- Create 2D animations and illustrations along with recording Voice Overs of their educational project called Learning Jugnu
- Created informative and visually engaging 2D character-based explainer videos to effectively promote and communicate product features

## PROFESSIONAL EXPERIENCE

### Senior Motion Designer

Aug 23 – Present

### The MediaGale, Lahore, PK

- Created creative animations for social media and for digital marketing purposes for different clientele
- Conceptualized and developed creative ideas for various projects, contributing to innovative solutions and engaging content
- Produced compelling 3D and 2D motion graphics content tailored for social media platforms, including Facebook, TikTok, and YouTube

- Ensured visually appealing and dynamic graphics to enhance brand presence and engagement on diverse social media channels
- Created impactful short-form videos with a focus on storytelling and visual aesthetics, catering to specific platform requirements and trends
- Captured audience attention through concise and visually stimulating video content
- Developed informative 2D explainer videos to effectively communicate product features and benefits, contributing to successful product promotion campaigns
- Utilized visual storytelling techniques to convey complex information in an accessible and engaging manner

**Sr. Motion Designer**

**Oct 21 – Aug 23**

**Techlogix Pakistan (Pvt.) Ltd, Lahore, PK.**

- Created creative Motion Graphics and 2D/3D Animation products like Almusnet, Edufi, TLX and Vicenna
- Supervised all of their marketing strategies and come up with creative ideas
- Conceptualized and generated creative ideas, contributing to the development of innovative solutions and engaging content for various projects
- Executed detailed storyboarding to visualize and plan the narrative flow of visual content, ensuring alignment with project goals
- Contributed to branding initiatives by developing visual elements and graphics that maintained a consistent brand identity across different platforms
- Produced dynamic 3D and 2D motion graphics content tailored for diverse social media platforms, including Facebook, TikTok, and YouTube
- Enhanced brand presence and engagement through visually appealing graphics designed to meet platform-specific requirements
- Created informative and visually engaging 2D character-based explainer videos to effectively promote and communicate product features
- Applied visual storytelling techniques to simplify complex information and facilitate audience understanding

**Motion Designer/Animator**

**Jul 21 – Oct 21**

**OLX Pakistan, Lahore, PK**

- Generated and conceptualized creative ideas, contributing to the development of innovative solutions and engaging content for various projects
- Executed detailed storyboarding to visualize and plan the narrative flow of visual content, ensuring alignment with project goals
- Created creative animations for social media and for DVCs which also includes 3D tracking, VFX and compositing
- Produced dynamic 3D and 2D motion graphics content tailored for diverse social media platforms, including Facebook, Instagram, and YouTube
- Enhanced brand presence and engagement through visually appealing graphics designed to meet platform-specific requirements

- Applied Visual Effects (VFX) expertise to enhance the visual quality of Digital Video Campaigns (DVCs), ensuring a polished and impactful final product
- Implemented motion tracking techniques to seamlessly integrate visual elements into live-action footage, enhancing overall visual coherence and realism
- Provided creative direction for various projects, guiding the artistic vision and ensuring cohesive storytelling and visual aesthetics in alignment with project objectives

**Motion Designer**

**May 20 - Jun 21**

**PentaLoop, Lahore PK**

- Created UI Prototypes, animated demos along with other animated content such as in-app micro interactions
- Involved with the CG team to come up with creative ideas and design assistance in the process
- Spearheaded and contributed to ideation sessions, generating creative concepts and innovative ideas for various projects
- Executed detailed storyboarding processes to visualize and plan the narrative flow of visual content, ensuring alignment with project objectives
- Produced dynamic 3D and 2D motion graphics content customized for diverse social media platforms, including Facebook, Instagram, and YouTube
- Elevated brand presence and engagement through visually appealing graphics designed to meet the unique requirements of each platform
- Created compelling and visually captivating product promotional videos tailored for the Apple AppStore, effectively showcasing app features and benefits
- Designed and implemented animated micro interactions for app user interfaces, enhancing the overall user experience through visually engaging and intuitive animations

**Animator/Motion Designer**

**Nov 19 - May 20**

**Digisaur, Lahore, PK**

- Spearheaded ideation sessions, contributing creative concepts and innovative ideas for a variety of projects.
- Executed detailed storyboarding to visually plan and structure narratives for diverse visual content, ensuring alignment with project objectives.
- Produced dynamic 3D and 2D motion graphics content tailored for social media platforms, such as Facebook, Instagram, and YouTube.
- Elevated brand presence and engagement through visually appealing graphics designed to meet platform-specific requirements.
- Created engaging 2D character-based explainer videos for product promotion, simplifying complex information and enhancing audience understanding.
- Developed and delivered 3D Art NFTs (Non-Fungible Tokens) for diverse clients, contributing to the growing market of digital collectibles.
- Created creative 2D/3D Animations along with Motion Graphics for their different clients

**2D Animator**  
**7Vals, Lahore, PK**

**Jan 18 – Oct 19**

- Create 2D animations and illustrations along with recording Voice Overs of their educational project called Learning Jugnu
- Led ideation sessions, contributing creative concepts and innovative ideas to shape the direction of various projects
- Executed detailed storyboarding to visualize and plan the narrative flow of visual content, ensuring alignment with project objectives
- Created engaging 2D character-based animations, bringing characters and stories to life with a focus on visual appeal and storytelling
- Managed and conducted voice-over recording sessions, collaborating with voice talents to capture the desired tone and delivery for project requirements
- Oversaw the audio production process, ensuring high-quality sound design and seamless integration with visual elements for a cohesive final product

**Animator**  
**LiveGreeter, Lahore PK**

**Jan 17 – Dec 17**

- Served as a 2D Animator and Motion Graphics Artist for a multinational company specializing in Chat Services (Live-Admins), contributing to the creation of compelling visual content
- Delivered innovative Motion Graphics, 2D animations, and promotional materials for products such as Chat2sms and Web greeter
- Collaborated on global projects, working with various clients to meet their visual communication needs and enhance the company's brand presence
- Played a key role in promoting company products through visually engaging content, utilizing skills in Motion Graphics and 2D animation to effectively convey messages about Chat2sms, Web greeter, and other offerings
- Managed and contributed to the company's YouTube channel, showcasing creative works and promoting products to a diverse global audience
- Spearheaded ideation sessions, contributing creative concepts and innovative ideas to shape the direction of multiple projects
- Executed detailed storyboarding processes to visualize and plan the narrative flow of visual content, ensuring alignment with project objectives
- Produced dynamic 2D motion graphics content tailored for social media platforms and product promotions, enhancing brand presence and engagement
- Designed visually appealing animations to effectively convey marketing messages and product features to target audiences

**2D Animator**  
**CFx Comics, Lahore PK**

**May 16 – Jan 17**

- Executed detailed storyboarding processes to visualize and plan the narrative flow of 2D character-based animations, ensuring alignment with project objectives

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- Created captivating 2D character-based animations, bringing characters to life with a focus on visual appeal and storytelling
- Applied proficient 2D rigging techniques to prepare characters for animation, enhancing flexibility and efficiency in the animation process
- Oversaw audio production, managing the creation of soundtracks and effects to complement and enhance the overall visual storytelling
- Conducted voice-over recording sessions, collaborating with voice talents to capture desired tones and deliveries for various projects
- Animated illustrations along with character rigging and bringing still images to life
- Involved in production work which includes recording and producing professional Voice Overs for the stories