



# Ahmad Kadi

Visuals Editor

@Middle East Broadcasting Networks

## Previously worked with:

AD Govt Media Office  
MBC, Al Arabiya TV  
Alroeya Newspaper

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@KadisArt

## Work Experience:

**Visuals Editor** 2022 – Present  
@Middle East Broadcasting Networks Virginia, USA

Responsible for creating original digital content out of Al Hurra TV programs in the best story-telling methods, be it short clips, videographics, or longer form explainers.

- Using editorial judgment to choose parts of different programs to transform into motion graphic videos.
- Producing and editing videos on Adobe Premiere.
- Writing and tailoring scripts for social media use.
- Drawing and animating illustrated scenes in documentaries on Adobe After Effects.
- Designing videographics and maps for digital reports.

**Senior Multimedia Designer** 2019 – 2021  
@AbuDhabi Government Media Office Abu Dhabi, UAE

In charge of videographics for social media and government events, including billboard videos. Responsibilities included:

- Directing the design and production of videographic content.
- Designing animated videos for Digital Billboards.
- Writing and tailoring scripts for social media use.
- Designing and animating characters.
- Editing photos and illustrations on Adobe Photoshop and Adobe Illustrator.
- Edit videos on Adobe Premiere and Adobe Aftereffects.
- Arabic calligraphy.

**Video Journalist** 2018 – 2019  
@MBC, Al Arabiya News Channel Dubai - UAE

Launched Al Arabiya Media, a video online platform for short video reports with graphics and text on screen. Responsibilities included:

- Leading a team of three video producers to create online videos.
- Creating a TV version of text-on-screen reports for Al Arabiya's most popular TV shows.
- Covering breaking news, sports, and longer-form features.
- Optimizing titles and written content for search engines (SEO).
- Using analytics tools to manage social media posts' timings for maximum page views.
- Collaborate with reporters, producers, and editors from the newsroom to execute creative concept for stories.
- Upload photos and videos to the website's CMS.

## + Digital Content Editor

@MBC, Al Arabiya News Channel

2013 - 2018

Dubai - UAE

Responsible for supporting the digital editorial team and creating digital assets (infographics, thumbnails and videos) that contribute to enhancing the users' digital experience. My work included:

- Creating infographics for alarabiya.net and social media platforms.
- Producing short videos of the latest news.
- Assisting reporters with suitable digital elements for stories and uploading them to the CMS.
- Managing and updating the official Al Arabiya YouTube channel.
- Designing thumbnails, headers, and social media pages for TV shows and documentaries.
- Digitising programs from tapes and publishing to alarabiya.net.

## Skills:

ILLUSTRATOR

PHOTOSHOP

AFTER EFFECTS

PREMIERE

INDESIGN

AVID

SKETCHING

OSX/WINDOWS

MS OFFICE

## + Infographic Designer

@Alroeya Newspaper

2009 - 2013

Dubai - UAE

Responsible for designing infographics and drawing portraits.

- Designing the newspaper daily Info-graphics and illustrations.
- Designing the newspaper's headers to reflect activities and events.
- Drawing portraits of profiled personalities (Digital & Free-hand).
- Vector and free-hand drawing using Adobe Illustrator.
- Photo editing and color correction using Adobe Photoshop.

## Education:

Bachelor's degree in  
Business Administration

Damascus University  
2003 – 2007

## + Graphic Designer

@S&J Advertising

2007 - 2009

Dubai - UAE

Responsible for designing products for clients and ensuring the end product meets requirements

- Designing and creating a mock-up of a project's end result for client approval, such as street banners in specific spots.
- Designing stationery, posters, roll-up banners, brochures, and catalogues.
- Color correction, image enhancement, and editing of photos.
- Collaborating with print vendors for best output.
- Collaborating with other departments to ensure all final artworks are accurate and print ready.

## + Graphic Designer

@TBZ International Company

2004 - 2007

Damascus - SYR

- Drawing for coloring books, children story books, and greeting cards
- Designing stationery and gifts packaging.