



# Ahmad Kadi

## Senior Multimedia Designer

@AbuDhabi Government Media Office

### Prev.

MBC, Al Arabiya  
Alroeya Newspaper,  
S&J Advertising,  
TBZ International

### Contacts:

- +971 56 222 9501
- info@ahmadkadi.com
- www.ahmadkadi.com
- 15 August 1985
- @KadisArt

## Work Experience:

**Senior Multimedia Designer** 2019 – Present  
@AbuDhabi Government Media Office Abu Dhabi- UAE

I set the strategy for the video graphic content for «ADGMO» The Abu Dhabi Government Media Office, for social media and government events, including video posts, Instagram stories, and the promo videos on big screens at the events like Barzat Abu Dhabi and The private sector event.

I also cover the events on spot, from the media room to be closer to the videographers and the editorial team so we can publish the posts in no time.

I'm handling the design and production process, adjusting the script from the editorial department to make it suitable for social media videos "short, direct and easy to digest"

ADMO IG link:

[www.instagram.com/admediaoffice](http://www.instagram.com/admediaoffice)

I do editorial portrait painting, infographics, and Arabic calligraphy too:

[www.ahmadkadi.com](http://www.ahmadkadi.com)

-I'm responsible for representing the government in the media.

-I Cover breaking, general, sports, and features news stories.

-I write the video script to be short, catchy, and full of info, and I consider the SEO rules when I write the description.

-Produce original content on ADMO social media accounts to communicate the vision of the Abu Dhabi Government and the stories of the citizens to the UAE and beyond.

-Edit photos and illustrations on Adobe Photoshop and Adobe Illustrator.

-Edit videos on Adobe Premiere and Adobe Aftereffects.

-Maintain strong familiarity with local, national news and events across our coverage area.

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

I was responsible for Al Arabiya Media videos on AlArabiya.net, I created all the videos on this page, and made a TV version of many reports for programs like Tafa3olcom, Sabah AlArabiya, Maraya.. On AlArabiya TV.

Page link:

[www.alarabiya.net/alarabiya-media](http://www.alarabiya.net/alarabiya-media)

-I Cover breaking, general, sports, features, and political news stories.

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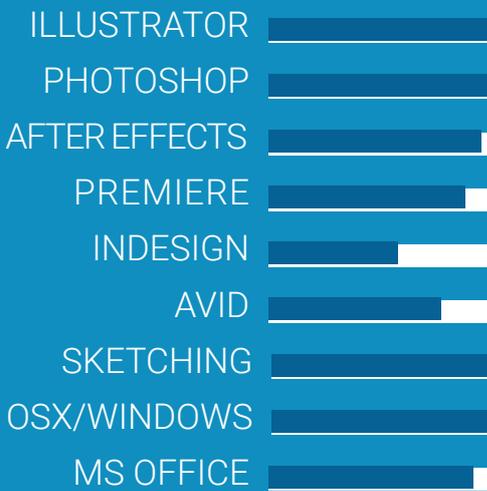
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TBZ International

### Skills:



### Education:

Business Administration  
Damascus University  
2003 – 2007

-I write the video script to be short, catchy, and full of info, and I consider the SEO rules when I write the description.

-I manage the post timing and the content topics depending on Google analytics and page views to engage with the correct audience and get more share and views on Facebook, Twitter, and Instagram

-Create a special version of the reports for the AlArabiya Farsi and English pages.

-Check the news agencies: Reuters, AFP, AP.. etc, and produce original content on AlArabiya.net and on all digital platforms.

-Collaborate with reporters, producers, and editors from the newsroom to execute creative concepts for the story.

-Edit photos and illustrations on Adobe Photoshop and Adobe Illustrator and upload all graphic materials on CMS.

-Post video, pictures and stories on the website, Facebook, Twitter, and other social media outlets.

-Maintain strong familiarity with local, national news and events across our coverage area.

### + Digital Content Editor @MBC, Al Arabiya News Channel

📅 2013 - 2018

📍 Dubai - UAE

-Create infographics for alarabiya.net and social media platforms.

-Create short clips to cover the latest news on social media platforms.

-Asset the editorial team with suitable videos, reports, and images. I also work with Cross-functional teams to cover the events on spot, from the media room to be closer to the videographers and the editor team, so we can publish the posts in no time.

-Produce video content for alarabiya.net and social media platforms.

-Design attractive video thumbnails with Al Arabiya theme.

-Manage and update the official YouTube channel on a daily basis.

-Create the necessary promotional images for the TV shows and documentaries on Alarabiya official Social media accounts.

-Digitise and publish the programs on alarabiya.net on a daily basis

-Upload media to alarabiya CMS and insert all the associated metadata (images, titles, descriptions, tags) on a daily basis.

-Create short videos (Teasers) to highlight the important scenes of news reports to play it on the main section of alarabiya.net on a daily basis.

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## Infographic Designer

@Alroeya Newspaper

2009 - 2013

Dubai - UAE

-Designing the newspaper daily Info-graphics and illustrations.

-Receiving raw Data from editors and create suitable Artwork and info-graphics accordingly.

-Design the newspaper's headers to express local or global activities and events.

-Portrait Authors (Digital & Free-hand).

-Illustrator: Vector drawing and free-hand illustration.

-Photoshop: Photo editing and manipulation.

-Layout: Create, design, and finalize artworks.

## Graphic Designer

@S&J Advertising

2007 - 2009

Dubai - UAE

-Designing stationery, posters, roll-up banners, brochures, catalogs, and in-store POS

-Provide color correction, image enhancement, photo editing and manipulation.

-Assist in and undertake creative photographic work as required.

-Responsible for ensuring a modern, aesthetic and clean look and feel in all design elements affecting the company.

-Collaborate with print vendors for optimum output.

-Collaborate with the marketing executive team and other departments to ensure all final artworks are accurately specified and print-ready.

## Graphic Designer

@TBZ International Company

2004 - 2007

Damascus - SYR

-Drawing coloring books, kids stories, and greeting cards.

-Designing stationery, and gift packaging.