



MOHAMMED KEDIR

Senior Motion Graphic Designer / 3D Generalist

LOC Dubai, UAE

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Motion designer and 3D generalist with 10+ years across broadcast, events and enterprise content. Currently leading post-production and motion design in Dubai for government, corporate and event clients, from concept and storyboard through 3D, rendering and final delivery.

CLIENTS ADNOC / ROSHN / SAP / MASERATI / CBUAE / RTA / MOI / DOE / STA / TAWAZUN / STC / SAUDIA / LEGO / QIDDIYA / EDGE / SES / UN / WATERAID / SAVE THE CHILDREN

■ EXPERIENCE 01

JAN 2023 - PRESENT
Dubai, UAE

Lead Post Production & Motion Designer

Tactech Media Solutions

- Lead motion design and post-production for government, enterprise and event clients including ADNOC, ROSHN, SAP, Maserati, CBUAE, RTA, MOI, DOE and STA
- Produce 3D animation, event visuals and activation content for international exhibitions and launches: SAP Connect 2026, Maserati 100 Years, WTM London 2025, Shanghai 2025
- Design and animate exhibition stand and activation concepts for client pitches and proposals (ADNOC DAS Activation 2025, Build Up pitch)
- Develop VR and interactive experiences in Unreal Engine
- Build dashboard, UI and data-visual animations for corporate and compliance content (ROSHN Compliance, DOE UI)
- Own the full pipeline from brief and storyboard through 3D, render and final delivery

MAR 2022 - DEC 2023
Dubai, UAE

Motion Graphics Designer

Cup and Code

- Motion graphics, social media content animation and 3D visualization for agency clients

MAY 2019 - JUN 2021
Addis Ababa, ET

Senior Motion Graphics Designer

Eternal Media & Communication

- Projection mapping, VR content and interactive media installations
- Interactive walkway for Save the Children; social media content for UN and WaterAid
- Motion capture pipeline for character animation; game asset development
- 3D product visualization and VJ loop design for live events

OCT 2016 - DEC 2018
Addis Ababa, ET

Motion Graphics Designer / Media Coordinator

Ethiopian Broadcasting Service (EBS)

- Designed full TV show openers, channel idents and studio set designs
- Set up and operated the live switching system for news and live events
- Directed and shot TV advertisements

FEB 2015 - SEP 2016
Addis Ababa, ET

Graphic Designer & Web Developer

Color Zone Advertising & Printing

- Print and social media design; WordPress website development and client site management

■ SOFTWARE 02

3D / RENDER

Cinema 4D | Blender | Octane
Unreal | RealFlow | Marvelous D.

POST / MOTION

After Effects | Premiere | Photoshop
Illustrator

DESIGN / CAD

AutoCAD | SketchUp | Lumion
MS Office

■ SKILLS 03

- 3D animation & visualization
- Event & activation visuals
- VR & interactive media
- Projection mapping
- Broadcast graphics & idents
- Live switching & production
- Model making, freehand sketch

■ EDUCATION 04

Master Fine Arts School

ADDIS ABABA / 2015 - 2016
Photography, videography, film & editing

Nejashi Ethio-Turkish Int'l School

ADDIS ABABA / 2012 - 2014

■ LANGUAGES 05

- Amharic, Tigrinya: native
- English: C1 (IELTS)

■ COMMUNITY 06

iceaddis, Addis Ababa

DEC 2020 / TALKS & STUDENT WORKSHOPS

Ethiopian Motion Design & VFX Community

MAR 2018 / TALKS