



Maha Eldeeb

Multimedia Designer



Canadian



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PORTFOLIO



<https://mahaideates.com>

SKILLS

Animation	Ideation
Art Direction	Illustration
Content Creation	Presentation Skills
Creative Strategy	Storytelling
Filming/Editing	Visual Design

TOOLS

After Effects	Sketch
Illustrator	Premiere Pro
Photoshop	Google Suite
InDesign	Lightroom
Figma	Microsoft Office

LANGUAGE



English
Speaking . Reading . Writing

Arabic
Speaking . Reading

EDUCATION

Bachelor of Science in Multimedia
American University of Sharjah
2005-2010

ABOUT ME

Creative professional with 15 years of multidisciplinary experience spanning campaigns, film, animation, digital, branding, illustration, outdoor media and more. Bringing ideas to life through curiosity, adaptability, and a drive to push creative boundaries beyond a single lane.

EMPLOYMENT EXPERIENCE

Kids First Group, UAE

2025-Present

Nursery Group

Freelance Multimedia Designer

- Ideate and conceptualize brand identity for the Alumni Club
- Design digital flyers and event invitations for school events across multiple social media platforms
- Create organic, paid Instagram and CRM content for six school accounts, enhancing engagement and visibility
- Produce out-of-home (OOH) banners and large-format placements to drive school enrollment and brand visibility

Invygo, Dubai, UAE

2022-2023

Car Subscription Platform

Senior Multimedia Designer

- Collaborated on the ideation of both targeted and seasonal campaigns for Saudi Arabia and UAE
- Supervised freelancers in implementing design templates for recurrent campaigns and collaborated with the content writer to ideate and review agency deliverables
- Conceptualized, filmed, and edited promotional videos for TikTok
- Designed and animated organic social media posts for Instagram, banners for CRM and the series A announcement

Rain, Dubai, UAE

2021-2022

Licensed Cryptocurrency Platform

Senior Multimedia Designer

- Designed and animated 40 social media entries per month in English, Arabic, Turkish and Urdu, and executed numerous social media campaigns across regions and for out-of-home (OOH) advertising
- Animated pre-roll ads and designed content for partners like Forbes and Al Ain Football Club
- Created tailored content for CRM and custom newsletter templates for VIP clientele
- Provided comprehensive design services across departments and training for third-party agencies/service providers to ensure brand coherence and consistency

EWINGS LLC, Dubai, UAE

2020-2021

Mahzooz Live Draw

Multimedia Designer for Social Media and CSR

- Animated promotional videos for Mahzooz's social media launch
- Created visuals including a press conference media invite for Mahzooz's brand launch, CSR annual report e-booklet, and monthly internal newsletter template



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ADDITIONAL COURSES

Schoolism, Dubai, UAE

How I Illustrate

with Stanley "Artgerm" Lau

Visual Storytelling

with Kris Pearn

Creature Design

with Bobby Chiu

Advanced World Building Techniques

with David Levy

Z Brush for Concept Art

with Justin Goby Fields

Designing with Colour and Light

with Nathan Fowkes

FREELANCE PROJECTS

- Animator/Visual Designer** 2026
Mental Health App, UAE
- Catalog Designer** 2025
Studio Meli Melo UAE:
Baraq Jewelry UAE
- Visual Designer** 2024
Canadian Consulate, UAE
- Presentation Designer** 2024
Sonas Events, UAE
- Designer & Animator** 2023
M2 Exchange, UAE
- Presentation Designer** 2022
Mascotte, UAE & USA
- Animator** 2020
Dukkantek, UAE
- Visual Designer** 2015
Teach For Qatar
- Animator & Illustrator** 2014-2015
Wedding Event, UAE
- Logo Designer** 2014
Architects' Hub, Qatar
- Photography Designer** 2014
Kings & Queens of Qatar
documentary film
- Video Editor** 2014
Wedding Videography, Qatar
- Animator** 2013-2014
Torath Production, Qatar
- Visual Designer** 2007,
2013-2014
Weill Cornell Medical
College in Qatar

- Animated and designed posts for social media monthly calendar in English, Arabic, Tagalog, Hindi and Malayalam
- Designed internal emails and awareness tips for CSR activities, and edited weekly winners' videos for social media

Hotel Indigo, Dubai, UAE

2020

IHG Group

Multimedia Designer (Contract project - hotel launch)

- Designed various hotel collaterals, signage, and media materials such as key cards, menus, and gift vouchers
- Established brand guidelines for five food and beverage outlets
- Illustrated hotel room layouts for the website
- Produced a promotional video highlighting Hotel Indigo's amenities for its partners/conferences and designed banners for emails, advertisements, and social media to promote the hotel's opening

Tajawal/Almosafer under Seera Group, Dubai, UAE

2016-2020

Travel Group

Animation Specialist

2020

- Illustrated storyboards for animation projects (e.g., customer journey for new hires)
- Animated instructional videos for promoting Almosafer's e-wallet feature on social media
- Created animations and videos for Almosafer's retail stores, promoting various offers and offline locations, including animated videos showcasing Saudi Arabia destinations in the Saudi retail stores through Appspace

Senior Visual Design Specialist

2018-2020

- Developed visual content templates for Tajawal to ensure brand consistency
- Collaborated on rebranding and development of Almosafer and Tajawal from inception to completion
- Launched initial designs for Jadarah talent accelerator, encompassing both online and offline elements such as roll-ups, banners, and website imagery.
- Assisted the video team with various design tasks, including icons, illustrations, animations, etc., and developed designs for the content management system team for Tajawal and Almosafer websites

Visual Design Specialist

2016-2018

Qatar Biobank For Medical Research, Doha, Qatar

2016

Long-term Health Initiative

Communications Specialist

Silatech, Doha, Qatar

2013-2014

Nonprofit Social Initiative

Visual Designer

Al-Jazeera English Channel, Doha, Qatar

Al-Jazeera Network

Multimedia Designer

2011-2013

Intern

2009