

AWS NASSER

AI Graphic Designer | Generative AI Specialist (Film, Broadcast & Brand)

Abu Dhabi, UAE | +971 50 414 0495 | info@awsnasser.com
awsnasser.com | linkedin.com/in/awsnasser | behance.net/itsawsnasser

SUMMARY

Award-winning graphic designer with 10+ years across broadcast, brand, and film, specializing in on-air show branding, editorial design, and generative AI production for broadcast and institutional media. Creates broadcast identity packages, campaign branding, thumbnails, and social-first content. Recognized with two Telly Awards for branded video campaigns (Silver 2026, Bronze 2025). Builds AI image and video pipelines using Midjourney, Weavy, and Higgsfield, finished in DaVinci Resolve Studio and Adobe Creative Suite. Directed a 22-designer department across ~100 regional clients before moving into a dedicated AI production role within IMI, parent company of Sky News Arabia. Bilingual across Arabic and English typography systems.

EXPERIENCE

IMI, AI Graphic Designer

August 2026 – Present

Abu Dhabi, UAE

IMI is the parent company of Sky News Arabia. This group-level AI role formalizes production work developed during the Sky News Arabia tenure below, held alongside those ongoing responsibilities.

- Producing generative AI-driven films for major national platforms, including 8 films featured at Make it in the Emirates 2026 and selected for high-level institutional presentations.
- Leading editorial cuts and post-production for AI-generated video in DaVinci Resolve Studio, including custom sound design and SFX, while onboarding a newly formed creative team.

Sky News Arabia, Graphic Designer

June 2023 – Present

Abu Dhabi, UAE

- Led on-air branding for Sky News Arabia's Paris 2024 Olympics coverage, winner of the Bronze Telly Award 2025 for Branded Content: General Sports.
- Delivered on-air graphics, video walls, and social content for Sky News Arabia's US Elections 2024 coverage, the largest production of my career to date, under live election-night deadlines.
- Led an on-air rebrand ("Glass" visual identity) across Sky News Arabia's flagship programming, including the Morning Show, the 13:00 and 21:00 news bulletins, the Newsroom show, and Radar.
- Built AI-driven production pipelines using Midjourney, Weavy, and Higgsfield, integrated with Adobe Photoshop and After Effects for final finishing, and rolled out a Weavy-based workflow automation system with standardized approval and version-control checkpoints, cutting asset turnaround from days to hours across 50+ monthly projects.
- Developed prompt-engineering templates and a reusable generative-AI asset library for Al Ain, The National, and IMI Media Group, keeping each brand's design system aligned across digital, social, and print.
- Handled daily on-air production for the newsdesk, including video wall backgrounds, show openers, and broadcast VTs for CNN Business Arabic, and led company-wide photo retouching for 400+ employee headshots.

IKEA, Graphic Designer

January 2023 – June 2023

Abu Dhabi, UAE

- Standardized design systems for the IKEA Family loyalty program and Swedish Food Market business unit across three locations (Yas Island, Al Wahda, Al Ain), unifying signage and campaign execution while meeting global brand compliance standards.

Lea Media, Art Director

April 2020 – February 2023

Kuwait City, Kuwait

- Directed a 22-designer creative team serving approximately 100 clients across Kuwait, owning daily supervision, concept development, quality control, and pitch strategy while keeping every account on schedule under a high-volume production load.
- Ran monthly performance evaluations for all 22 designers and reported directly to the General Manager on incentives, bonuses, work policy, and leave scheduling; effectively operated as department head alongside the creative remit.

Freelance / Self-Employed, Graphic Designer, Client: Huawei

February 2022 – February 2023

Dubai, UAE

- Sustained 100% on-time delivery across concurrent freelance and full-time agency work, meeting every marketing-calendar deadline while managing parallel production for Huawei Music App UI/UX assets and large-format OOH billboard campaigns on Sheikh Zayed Road.

RT News, Multimedia Graphic Designer (Remote)

August 2020 – February 2021

Moscow, Russia

Remote role, held concurrently with the Lea Media Art Director role in Kuwait.

- Edited broadcast-ready video content from news scripts in Premiere Pro and After Effects, pairing curated music scoring with motion graphics to hit daily editorial deadlines.

AFKAR Creative Communications, Graphic Designer

March 2019 – April 2020

Syria

- Collaborated cross-functionally on the Basma Foundation's pediatric cancer awareness campaign, delivering motion graphics, web, and social assets that maintained brand consistency across mediums.

Syrian Ministry of Tourism, Graphic Designer

March 2018 – May 2019

Syria

- Led a 9-person creative team through visual concept development for the national '963' tourism campaign, working with project managers and local officials. Selected as the winning campaign in 2019.

Syriatel Mobile Telecom, Graphic Designer

October 2015 – May 2018

Syria

- Produced graphic design for Ninar FM radio broadcasts and live-event coverage, including the 5th Mass Wedding and the Ramadan Podcast, exceeding social media department KPIs by 20%.

SKILLS

Generative AI & Automation: AI Film Production, Prompt Engineering, Midjourney, Weavy, Higgsfield, Freepik Space, Claude Code (workflow automation & scripting), Creative Workflow Automation

Film & Post-Production: DaVinci Resolve Studio, Adobe Premiere Pro, After Effects, Motion Graphics, Audio Post-Production, Sound Design, Spatial Audio (Dolby Atmos)

Brand & Editorial Design: Brand Identity, On-Air Show Branding, Broadcast Graphics Packages, Editorial Design, Title Sequences & Lower Thirds, Design Systems, Broadcast & Environmental Design

Digital & Social Design: Thumbnail Design, Social Media Design, Adobe Photoshop, Illustrator, Figma, Arabic & English Typography

Languages: English (Professional Working), Arabic (Native/Bilingual)

CERTIFICATIONS

- Integrating Generative AI into the Creative Process, Microsoft, May 2025
- Spatial Audio with Dolby Atmos in Logic Pro X, LinkedIn, October 2022
- Introduction to Imagemaking, California Institute of the Arts (CalArts), February 2022
- Typography and Typefaces, California Institute of the Arts (CalArts), December 2021

HONORS & AWARDS

- Silver Winner, Telly Awards 2026: [SNA Radio Campaign](#) (Craft: Multiplatform Video Campaign). Credited as Designer, IMI / Sky News Arabia.
- Bronze Winner, Telly Awards 2025: [Olympics \(Special Coverage\)](#), Paris 2024 coverage, Branded Content: General Sports. Credited as Art Director & Design, IMI / Sky News Arabia.

EDUCATION

International University for Science and Technology

Bachelor of Science, Graphic Design · January 2015 – November 2019