ISMAEL BASHIR

Motion graphic designer

Showreel: https://vimeo.com/1212367466

Core Software

After Effects, Premiere Pro, Illustrator, Photoshop, Blender, Kling, Google Veo

Experience

- 7 years of professional experience in the marketing industry, specializing in high-end motion graphics for global beverage brands.
- Proficient in the full Adobe Creative Suite and 3D software (Blender), integrating AI tools to streamline workflows
- Produced high-impact animations for global brands including Coca-Cola, Heineken, Costa, Bacardi, Grey Goose, Foster's, Birra Moretti, and Fanta.
- Expert in creating dynamic content across social media, in-store displays, and digital out-of-home spaces.

Workflow

- **Research** - Analyzing current industry trends and brand ecosystems to establish project direction.

- **Mood boards** - Curating visually coherent reference collections using AI generation and digital sourcing to align on visual direction.

- **Storyboarding** - Utilizing Generative AI within Photoshop to produce static style frames that map out concept and narrative.

- **Build** - Identifying optimal toolsets to maximize visual quality under tight deadlines. Managing initial client reviews and leading junior motion/graphic designers through asset rollouts.

Soft skills

- Leveraging AI video tools (Kling, Google Veo) to accelerate turnarounds for tight client deadlines.
- Optimizing project assets for faster render times and seamless file handoffs.
- Rapidly adapting visual style and motion language to fit specific brand guidelines.
- Advising creative and account teams on optimizing social media content or working to non-standard aspect ratios
- Articulating creative solutions and presenting final animation concepts directly to stakeholders.
- Upskilling creative teams on emerging software, plugins, and AI workflows to elevate overall motion output.