

# Ahmad Mustafa

## Video Producer

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With a decade of experience in the media industry, I have developed a diverse set of skills, which I have honed through various projects. I am a results-driven professional who enjoys collaborating with teams, and I have a keen eye for detail and organization. I am passionate about taking on challenges and delivering creative solutions that exceed expectations.

Abu Dhabi, United Arab Emirates  
[www.ahmadmustapha.com](http://www.ahmadmustapha.com)  
+971 - 55 - 2840700  
[ahmadmustapha@gmail.com](mailto:ahmadmustapha@gmail.com)

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## Skills

Proficient in Adobe Creative Suite and Autodesk Maya, I have experience in pre and post production, including storyboarding, 3D animation, video and photo shooting, color grading, sound engineering, and graphic design.

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## Experience

### ADSCC / Creative Officer

April 2024 - Present, Abu Dhabi

- Developed original scripts and high-quality content for educational and promotional materials, tailored to healthcare audiences.
- Directed and produced patient and doctor testimonial videos, capturing authentic, impactful stories for brand engagement.
- Edited and optimized content for social media platforms, enhancing audience reach and engagement.

### Freelance / Media designer

Aug 2020 - April 2024, Abu Dhabi

- Produced high-quality storyboards for various multimedia projects, resulting in improved visual storytelling for clients such as Sahimedia.
- Designed and developed impactful corporate presentations for clients, including visually appealing charts, and infographics that effectively convey complex information to target audiences.
- Captured and edited high-quality photographs and videos for a range of clients, including Kyndryl, and the Ministry of Presidential Affairs.
- Maintained up-to-date knowledge of industry trends and advancements in software and technology related to multimedia production, resulting in the adoption of cutting-edge techniques and tools that improved the quality of work produced for clients.

### Alroeya / Video Producer

Aug 2018 - Aug 2020, Dubai

- Edited video segments based on story scripts to produce high-quality multimedia content that effectively communicates to the target demographic.
- Developed engaging short stories through drawing and

animation techniques, resulting in compelling visual content.

- Utilized high-quality field photography and filming techniques to capture compelling footage of celebrity interviews & archival supportive material.
- Scripted original story ideas effectively, resulting in increased engagement and positive feedback from viewers.

### **MBC Group / Online Media Designer**

Mar 2011- May 2016, Dubai

- Published featured movies and episodes on shahid.net, utilizing advanced editing techniques.
- Produced high-quality promos and features on Television (MBC Action & MBC MAX).
- Demonstrated expertise in designing visually appealing and engaging page sliders, posters, and thumbnails for online published content.
- Edited sponsor adverts, ensuring that they were seamlessly integrated into the overall flow of the content.
- Recorded and managed live content for a variety of online media platforms, such as YouTube, Instagram, and Mbc.net.

### **The National / Multimedia Online Designer**

Nov 2009, Abu Dhabi

- Created a major interactive Flash piece for the 'Dubai Golf Championship,' utilizing advanced Action Script commands, transitional effects, and interactive animations that incorporated customized photographs and videos.
- Edited video and audio content for slideshows featuring captivating footage showcasing the local arts, altruism, and acts of courage within the Emirati community.
- Independently produced and edited a documentary story, conducting on-location interviews and capturing visual material, resulting in its publication with credited authorship.

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## **Education**

### **The Academy of Art University / MFA, 3D Animation & Effects**

Jan 2015 - May 2019, San Francisco

### **American University of Sharjah / Bs, Multimedia & Design**

Sep 2003 - May 2008, Sharjah

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## **Hobbies**

Scuba diving, volunteering for animal shelters & foundations, video gaming, travel photography, drawing, and reading.