

Basel Mohamed

Multimedia Designer | Video Editor | Graphic Designer

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Summary:

I have over five years of professional experience as a Video Editor and Graphic Designer, working across diverse industries including journalism, media, fashion, restaurants, and marketing. I am highly skilled in using Adobe Creative Suite and various AI tools to optimize creative processes and deliver high-quality visual content. In 2025, I was honored with the AI Ambassadors Award from the National Telecommunications Institute in recognition of my contribution to the field of AI-driven creative design.

Experience:

Freelance Multimedia Designer | 2020 – Present

Worked with clients across UAE, Saudi Arabia, Egypt, India, and France.

- Al khaleej (UAE 2026)
- Day News (UAE 2025)
- National Food Products Company | NFPC Group (UAE 2025)
- Cartela.rosa (Saudi Arabia 2025)
- XC Company (UAE 2024)
- Mama Ahlam Restaurant (UAE 2024)
- Iman Saab (EGYPT 2023)
- VINAY Fashion (INDIA 2023)
- Al-Ain News (UAE 2022 - 2023)
- CF2R (France 2021)

Education:

Bachelor's Degree in Cooperative and Administrative Studies

- Higher Institute for Cooperative & Administrative Studies, Egypt (2021)

Languages

- Arabic
- English

Certificates & Training

- AI Ambassadors Program (2025)
- Diploma in Web Design (2025)
- Diploma in Motion Graphics (2024)
- Diploma in Graphic Design (2023)
- Diploma in Video Editing (2022)

Responsibilities:

- Create and develop video content for news stories, long form videos, promotional social videos, product marketing videos and other enterprise-wide projects.
- Work independently, as well as part of a team, to establish project deliverables.
- Delivered edits with multiple camera angle choices, titles, audio, and special effects.
- Work with the Executive Producer, Creative Director and production team to produce content from end to end, starting at research and development, to shoot, edit and delivery.

- Record and edit video and sound projects, including selecting suitable format for final output, capturing/importing media, organizing raw media, editing footage and sound files, titling, adding music/voice-over, media management and archiving project media.
- Make the best use of video library and archive footage.
- Understood director's artistic vision and maintained alignment with vision throughout editing process.
- Organized assets by collecting data from camera media, transcoding video, and audio files and managing file backup to digital asset management system.
- Evaluated and selected scenes for pacing, entertainment value, and continuity, trim shots and edit content.
- Delivered edits on time for reviews and final delivery.
- Saw concepts through to completion by working to develop final edits, color and other elements in post-production process.
- Developed best practice content editing techniques to enhance content performance across social platforms and extend content across traditional platforms (YouTube, Facebook, Twitter, Instagram and Tik Tok).
- Organized and worked with raw footage from multiple cameras and sources.
- Participated in creative brainstorming for new content and series, social media campaigns and sponsorship initiatives.
- Created and reformatted content across various social media and digital platforms.
- Combined text, video, and other composited elements onscreen to create logical, coherent layouts.

Skills:

- Adobe Premiere Pro
- Adobe After Effects
- Adobe Photoshop
- Adobe Illustrator
- Motion Graphics
- Video Editing
- Branding
- Social Media Content
- Visual Storytelling
- AI Tools
- Project Management
- Creativity
- Communication
- Time Management
- Storyboard

<https://www.linkedin.com/in/baselio/>

<https://www.behance.net/baselio>

Available for freelance and full-time opportunities in the UAE and abroad.

References are available upon request.