

AHMED SAAD

Creative Director | Animation Director | Film Producer | Instructor

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PROFESSIONAL SUMMARY

Results-driven Creative Director and Animation Director with 22+ years of experience delivering high-impact media productions across the GCC and MENA region. For the past 8 years, leading the full creative lifecycle of large-scale national campaigns, branded content, and short films for government entities, sports organizations, and Fortune-level brands. Recognized for building and inspiring high-performance teams of 50–100 creative professionals and pioneering AI-integrated production pipelines that cut delivery timelines while elevating cinematic quality. Bilingual Arabic/English communicator with a parallel career in academic instruction and certified training at ministerial and university levels.

CORE COMPETENCIES & SKILLS

Creative & Production Leadership

Creative Direction, Animation Direction, Film Production, Art Direction, High-Budget Campaign Management, Cross-Functional Team Leadership (50–100+ members), Brand Storytelling, Concept Development.

Technical & Visual Expertise

3D Animation, Motion Graphics, Visual Effects (VFX), AI-Generated Cinematic Content, Lighting & Texturing, Compositing (3D into Live-Action), Architectural Visualization (Interior & Exterior), Character Modeling, Rigging & Animation.

Software & Tools

Maxon Cinema 4D (Advanced), Redshift (Advanced), Unreal Engine, Blender, Adobe After Effects, Premiere Pro, Photoshop, Illustrator, InDesign, Audition, AI Production Tools (Midjourney / Runway / Sora-class tools).

Training & Instruction

TOT-Certified Trainer, University Instruction, Curriculum Development, Workshop Facilitation, Government & Military Training Programs.

PROFESSIONAL EXPERIENCE

Animation Director & Film Maker

Entourage Marketing and Events | Riyadh, KSA | Nov 2022 – Present

- Own the end-to-end creative vision for high-budget national and regional campaigns — from concept through final delivery — ensuring cinematic quality and brand alignment.
- Build, direct, and mentor production teams of 50–100 professionals, including 2D/3D artists, animators, VFX specialists, and live-action film crews.
- Drive the adoption of emerging AI production tools, reducing delivery timelines by up to 40% while maintaining high creative output — resulting in the studio's first AI-produced cinematic music video and short film.
- Selected High-Impact Projects:
 - Spotify Regional Mega Campaign — Directed the full visual rollout across Egypt, KSA, and UAE simultaneously; managed all campaign video assets and motion deliverables.
 - Saudi Ministry of Interior — Directed a landmark national awareness campaign with government-level creative standards and security-protocol messaging.
 - Al Qadsiah Sports Club 2025 — Led creative production for the club's high-profile season celebration, including broadcast and event visuals.
 - UAE Central Bank — Directed the visual identity and AV content for a major strategic ceremony, balancing prestige with institutional messaging.
 - World Defense Show, Saudi Arabia — Produced premium visual experiences and large-format presentations for one of the region's most prominent defense exhibitions.

Animation Director

Ideas Window Agency | KSA | Jan 2018 – Jan 2023

- Directed and oversaw all stages of animated and motion graphics production, from storyboarding and character design to final compositing and delivery.
- Developed and animated broadcast-quality TV commercials, interactive presentations, and fully rigged 3D cartoon characters for regional clients.
- Integrated 3D CGI elements seamlessly into live-action footage, and led architectural visualization projects for real estate and interior design clients.
- Maintained creative consistency and technical pipeline standards across multiple concurrent projects and client accounts.

Production Manager

Maraee For Media Production | KSA | Jul 2009 – Dec 2018

- Managed end-to-end production operations for documentary and drama content, overseeing scheduling, resource allocation, and post-production pipelines.
- Led 3D animation and visualization work, including photo-realistic texturing and lighting for broadcast and commercial projects.
- Served as the bridge between creative teams and executive stakeholders, ensuring projects were delivered on time, on budget, and on brief.

Earlier Roles

- Senior Designer & 2D/3D Animator — Al-Rahma TV Channel (May 2006 – Jul 2009)
- Video Editor & 3D Designer — American Islamic Media (Apr 2005 – Feb 2006)
- 3D Designer & Animator — Mooga Company (Mar 2004 – Jan 2005)

ACADEMIC & TEACHING EXPERIENCE

Lecturer, Instructor & Training Consultant

Multiple Institutions — Saudi Arabia | 2015 – Present

- **Public Security Auxiliary Sciences Institute (3 Years):** Instructed security personnel (Ministry of Interior trainees) in content creation, film directing, and industry-standard software (Photoshop, Illustrator, After Effects, Premiere Pro, Cinema 4D).
- **Imam Mohammad Ibn Saud Islamic University & Taibah University:** Served as collaborative instructor delivering design and filmmaking curricula tailored for scholarship students across both institutions.
- **Knowledge Academy, Majmaah University & Saudi Broadcasting Authority (SBA):** Designed and delivered specialized workshops in advanced motion design, animation, and content creation for creative professionals and industry trainees.

EDUCATION & CERTIFICATIONS

- Bachelor of Commerce — Tanta University
- Advanced Courses & Masterclasses in Motion Design — Motion Design School
- TOT Certification — Advanced International Trainer and Training Consultant
- Autodesk Certified Professional — 3ds Max Animation
- KIT Certified Diploma in Multimedia
- IBM Certified Diploma in Computer Graphics
- Specialized Training — Material & Lighting (V-Ray); Architectural Interior & Exterior Visualization — Al-Ribat Institute