

Vahab Sanisel (John)

Art Director, Motion Graphic Designer

vahab.sanisel.com, vahab.sanisel@gmail.com, 437-545-1303, Toronto, ON

SUMMARY

With over 8 years as an **Art Director** and **Motion Graphic Designer**, I specialise in creating captivating **2D and 3D graphics** using **Adobe InDesign, Illustrator, and Photoshop**. My expertise extends to videography and editing with **After Effects, Premiere Pro, and Final Cut Pro**. I excel in distilling complex concepts into engaging visuals through **storyboarding** and pre-production, and bring strong **project management** skills, including task assignment and progress tracking. I have also led online marketing campaigns, performance tracking, and team alignment, combining creativity with **technical proficiency** for exceptional results.

CORE SKILLS

- | | |
|--------------------------------------|-------------------------------|
| ● Photoshop & Illustrator & InDesign | Autodesk 3D Studio Max |
| ● Adobe After Effects | Storyboard |
| ● Adobe Premiere Pro | UI/UX |
| ● DaVinci Resolve | Web Design |
| ● Final Cut Pro / Apple Motion | Motion Graphic Design 2D / 3D |
| ● Autodesk Maya | VFX |
| ● Blender / Cinema 4D | Compositing |

SOFT SKILLS

- | | |
|------------------------|-------------------|
| ● Communication | Creativity |
| ● Time Management | Collaboration |
| ● Attention to details | Problem Solving |
| ● Adaptability | Client Management |
| ● Organisation | Flexibility |

EXPERIENCE

Positive Brand / Art Director (New York, July 2023 – Sep 2024)

<https://positivebrand.com//>

- Lead the conceptualization and execution of cutting-edge 2D and 3D animated graphics for **email marketing, social media campaigns, collaterals, and white papers**.
- Utilised industry-standard software, including **Adobe Illustrator** and **Adobe After Effects**, to craft visually stunning 2D and 3D animations that resonate with well-known brands across **North America** and **Europe**.
- **Managed a team** of designers to produce compelling graphical materials tailored to brand purposes, consistently exceeding client expectations.

Motionist Founder and Graphic / Motion Designer (Jan 2019 – Present)

<https://motionist.studio/>

- **Founded Motionist**, a successful venture that has produced **over 150 dynamic templates** and garnered **50k+ individual downloads** within 3 years, with a focus on **2D and 3D motion graphics**.
- Recognized as a **featured author** by Videohive.net in January 2021 for outstanding contributions to the field of 2D and 3D motion design.
- **Led a team** of 5 talented designers and motion designers to create visually stunning motion graphics using **Adobe After Effects** and designed eye-catching posters through composite image manipulation and Photoshop.
- Created motion graphics using After Effects, and designed posters from composite images and photo retouching with Photoshop for corporate events.
- Created and edited website UI/UX as sets using **Adobe Photoshop, InDesign, Illustrator and Adobe XD**.
- Generated monthly **content calendars**, edit, publish and share created content (graphic design and motion graphics) on all social media platforms.
- **Produced high-quality templates** for Ae, Pr, FCP, and DaVinci with full customer satisfaction.

KrewStudios (London, Dec 2019 – Dec 2021)

Art Director / Graphic Designer / 3D Artist / Social Media Content Creator

<https://mask-world.io/meta/>

- **Led the project team** of 15 creative creators including progress management.
- Composed over **100 high quality video promos** for social media and online presence.
- Planned, designed, and executed **3D model** of the Mask metaverse (Exterior/Interior).
- Delivered creative **design concepts, persona development & creating storyboards, sketches/wireframes, process flows, site maps and prototypes**.
- Designed and managed online **marketing campaigns, social media ads, emails, newsletters, logos, packaging** mock ups, etc.

Pixflow (Paris, May 2015 – Dec 2019)

Sr. Graphic & Motion Designer / Tech leader / QA / Scrum Master

<https://pixflow.net/product/motion-factory/>

- **Scrum master** in an agile team of 9 professionals. (3 designers, 4 motion designers, and 2 developers)
- **Improved proficiency** of video editing and motion graphics via Adobe Premiere Pro and After effects.
- Developed **storyboard** and prototype web site proposals for various intranet applications, optimising user experience and graphical UI and navigation schemes.
- Developed **high-demand tools** and plugins using **After Effects Expressions** and **Scripts**.
- Conceptualised, planned and developed a range of **digital promotional** content for artists including **landing pages, short animation** and **official newsletter**.
- Increased **sales performance** to more than 100K downloads worldwide **within two years**.

Industrial Management Institute (Iran, May 2015 – Sep 2020)

Adobe Instructor

- Instructed **1500+ hours** of **Adobe After Effects courses**, online and in class.
- Instructed **1000+ hours** of **Adobe Premiere Pro courses**, online and in class.
- More than **250 industrial-level graduates**.

PORTFOLIO

<https://vahab.sanisel.com/>

EDUCATION

Bachelor of Film & Animation from MMU Malaysia Oct 2009 – Apr 2014

Vahab Sanisel (John)

Art Director, Motion Graphic Designer

vahab.sanisel.com

vahab.sanisel@Gmail.com

437-545-1303, Toronto, ON