

Samira Sobeih

Senior Graphic & Motion Designer

Senior Graphic and Motion Designer with 10+ years of experience creating impactful print, digital, and motion content, from creative campaigns to data-driven visuals. Skilled in developing concepts, designing engaging visuals, and delivering projects across editorial, corporate, and digital platforms. Passionate about transforming ideas into stories that spark connection and engagement across audiences.

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🔗 Portfolio: samirasobeih.com

🌐 linkedin.com/in/samirasobeih

📍 Dubai, UAE

Education

Master of Media and Communication | *University of Wollongong in Dubai (2018–2021)*

Bachelor of Mass Communication - Graphic Design | *Ajman University*

Minor: Radio & TV

Experience

Digital Designer | CNN Arabic

Full-time | September 2020 – Present

- Create compelling infographics, icons, illustrations, and multimedia content for editorial pieces, while promoting CNN Arabic's platforms.
- Design engaging motion graphics, animations, and explainer videos.
- Develop a library of over 350 custom icons and illustrations for general content, improving visual consistency and accelerating production workflows.
- Contribute to editorial research, journalistic scriptwriting, and content creation.
- Produce and present the [Listen Up](#) segment in Arabic, addressing social trends and their societal impact.

Adjunct Instructor | University of Wollongong in Dubai

Part-time contract | September 2020 – Present

- Teach visual communication and digital media production subjects, guiding students through practical labs, tutorials, and design-focused assignments.
- Created and led workshops on Adobe Suite, video editing, and visual storytelling to boost student proficiency and project quality.

Motion Graphic Designer | Ajman University

April 2017 – June 2020

- Created promotional animations to enhance the university's global visibility and ranking.
- Produced animated explainer videos to support students, orientation courses, and university services.
- Designed graphic assets for print and digital platforms to support branding and marketing campaigns.
- Developed large-scale screen animations for annual events, incorporating projection mapping (30+ meters).

Graphic Designer/ Teaching Assistant | Ajman University

September 2015 – January 2017

- Produced promotional videos and posters, focusing on media college branding.
- Mentored students in editing software and post-production techniques.

Freelance Multimedia Designer

June 2015 – Present

- Collaborate with clients to design logos, brand identity packages, motion graphics, and multimedia content for various industries and social media platforms.
- Manage end-to-end project timelines, client communications, and feedback, ensuring timely delivery and client satisfaction.

Certificates

- *Cinema 4D R19 Essential Training.*
- *Autodesk 3DS Max 2017.*
- *Maxon Cinema 4D R18.*
- *Digital Photography and Editing.*

Skills

Technical Expertise:

- Infographics Design
- Branding & Logo Design
- Digital Illustration
- 2D & 3D Animation
- Advertising Design
- Project Management
- Video Editing
- Research
- Web Design
- Storyboarding

Software Proficiency:

- Adobe Suite (Illustrator, Photoshop, After Effects, Premiere Pro, InDesign, XD)
- Maxon Cinema 4D
- Figma, Sketch
- Final Cut Pro
- Vyond

Languages

- *Arabic (Native)*
 - *English (Fluent/Excellent)*
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References Available Upon Request.

Feel free to explore my portfolio at samirasobeih.com to see samples of my work.

