

AMR MOH

Animation Director/VFX TD

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About me:

Senior Animation Director, VFX TD, and Graphic Designer.

I have long experience in international branding working with clients from USA/MENA/Nordic regions. Qualification and talent required to build the next award-winning campaign. Specialty in film, television, ad cinematic for video games.

- Ability to manage outsourcing communications with external partners.
- Strong documentation skills to align with production requirements and secure the desired level of information for animators and involved partners in the production pipeline.

Key Skills

- Storyboard, concept design, layout and story sketching.
- Character development (design, model sheet & 3D modeling).
- Rigging & Skinning (Humanoid, abstract, monsters).
- Facial expressions and Mocap-Tech solutions.
- Professional experience working with State Machines and Blendtrees.
- Cinematic experience with Unreal Sequencer and implementation.
- Scripting (MEL, Python, C++, HTML).
- Real-time Cloth TD (Maya nCloth + Unreal 4/5).

Technical Skills:

| Software | Experience Level | Software | Experience Level |
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| MAYA | 12 Years | Photoshop | 10 Years |
| 3DS MAX | 5 Years | After Effects | 12 Years |
| Motion Builder | 7 Years | Unreal Engine | 6 Years |
| ZBrush | 5 Years | Figma | 4 Years |
| Substance | 3 Years | Spine 2D | 3 Years |
| SGX - Speech Graphic | 3 Years | Faceware | 3 Years |

Management: Hansoft, Perforce, Confluence, Slack, Jira, Microsoft Project, Frame.io, Google doc.

Work and experience:

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| <p><u>Art Director / Designer, Denmark</u> CRETVO ApS Responsibilities:</p> <ul style="list-style-type: none"> • Design new 3D puzzle toys and create artistic materials for new workshops. • Teaching Character Art in Cinematic gaming. • Manage a team consisting of 7 designers. <p>Achievements:</p> <ul style="list-style-type: none"> • Please check https://www.cretvo.com | <p>01/6/2024 – Present https://www.cretvo.dk</p> |
| <p><u>Animation Director / Cloth TD, Sweden</u> Pieces Interactive AB, a THQ Nordic studio Responsibilities:</p> <ul style="list-style-type: none"> • Animation Director for gameplay and cinematic animation. • Manage internal and external animation teams. • Interacting with game design team to ensure animations worked as intended. • Built documentation to visually describe how we would satisfy the projects vision. • Design the animation style and define quality standards for cinematic. <p>Achievements:</p> <ul style="list-style-type: none"> • Developed 110 minutes of cinematic animation. • Lead the game-play animation teams internally and manage outsourcing animation studios. • Provide quality animation for PCs and Monsters. <p>Alone in the Dark</p> | <p>11/2020 – 05/2024 www.piecesinteractive.se AITD in IMDb</p> |
| <p><u>CEO / Founder, Denmark</u> CRETVO ApS Responsibilities:</p> <ul style="list-style-type: none"> • Design LED 3D-Puzzles and prepare 3D prototypes for technical process and manufacturing. • Registering (Patent IPs) and Portfolio of new products. • Developing production pipeline for 3D toys and architectural design workshops. <p>Achievements:</p> <ul style="list-style-type: none"> • The winner of Startup Denmark Investment Program-2018. • 35 Patent IPs registration for new product prototypes in the USA and Denmark. • 130 active 3D-Puzzel workshops organized (USA and EU). | <p>7/2018 – 10/2020 https://www.cretvo.dk</p> |
| <p><u>Art Director / Media Consultant, UAE</u> AmrCG – (Media & Marketing Solutions) Responsibilities:</p> <ul style="list-style-type: none"> • 3D graphics and animation solutions. • Managing Character Art team consisting of 12 artists. • Provided animation services for partner studios in Dubai Media City. | <p>01/2015 – 04/2018 https://www.amrcg.com</p> |

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| <p>Please check https://www.amrcg.com/work</p> | |
| <p><u>Art Director, Abu Dhabi, UAE</u> Twofour54 – free zone Responsibilities:</p> <ul style="list-style-type: none"> • Directing team of 5 animators and 2 technical animators. • Managing character animation team focused on stylized facial animation. • Reviewing vision and stylized animation for character animation mascots who present (free zone hub) and its new gaming territory. • Provide animation services for partner studios in Dubai Media City. <p>Achievements:</p> <ul style="list-style-type: none"> • Please check https://www.amrcg.com/work | <p>02/2016 – 11/2016 https://www.twofour54.com</p> |
| <p><u>Creative Director, Dubai, UAE</u> Al-Maktab for Culture & Media LLC Responsibilities:</p> <ul style="list-style-type: none"> • Supervise graphics and animation teams in planning, and brainstorm the vision of the Culture & Media office. • Design and create animation plans for projects and assign tasks between internal team and outsourcing partners. <p>Achievements:</p> <ul style="list-style-type: none"> • Please check https://www.amrcg.com/work | <p>07/2015 – 01/2016 https://hamdan.ae/en-us/pages/home.aspx</p> |
| <p><u>Creative, Concept Designer, UAE</u> FOX International Channels Responsibilities:</p> <ul style="list-style-type: none"> • Design logo animation and channel identities. • Create animation and assets for projects. • Managing production pipeline and following up with the Quality Assurance team. <p>Achievements:</p> <ul style="list-style-type: none"> • Please check https://www.amrcg.com/work | <p>09/2014 – 06/2015 https://www.20thcenturystudios.com https://www.fox.com</p> |
| <p><u>CG-Supervisor, Animation TD, UAE</u> METAphrenie Responsibilities:</p> <ul style="list-style-type: none"> • Managing animation teams. • Animate characters assets and ideas for channel branding, Idents and TV spots. • Responsible for all team hiring and driving the departmental budget. <p>Achievements:</p> <ul style="list-style-type: none"> • Led the team to produce 312 Media Campaigns including 126 TV commercials and 85 minutes of cinematic animation. • Won 78 Awards between local and international recognition. • Provided animation for the other projects in development at the | <p>05/2009 – 08/2014 www.metaphrenie.com</p> <p>Clients:</p> <ul style="list-style-type: none"> • History Channels, HBO, VOX, OSN, TEDx, NHL, NBS, MLS, FOX, D&G, Otv, Cheetos, Reebok, ALKASS Sport Channel, NBC Sports. |

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| same time. • Please check https://www.amrcg.com/work | |
| Animation Supervisor, Creative Director, Egypt Graphic Aroma Responsibilities: <ul style="list-style-type: none"> • Supervise animation teams in planning, brainstorming and execution. • Decide project costing and manage task capacity. • Assign animation tasks between design and animation teams. • Monitoring quality control studies and prototypes. Achievements: <ul style="list-style-type: none"> • Please check https://www.amrcg.com/work | 02/2005 – 05/2008 www.graphicaroma.com |

Education:

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| Bachelor of Visual Communication – Graphic Design (Professionsbacheloruddannelse i visuel kommunikation – grafisk design) Dansk | Jan 2021 – Denmark |
| BSc. of Art and Science "Graphic Design" department. Helwan University, Faculty of Fine Arts, Cairo–Egypt, Grade: 89 % | Feb 1996 – May 2001 |
| Animation diploma - Creature for Motion Picture Gnomon School of Visual Effects (Games + Animation) - USA | Apr 2009 – Dec 2010 |

Languages:

English: Fluent
 Danish: Advanced
 Arabic: Native
 German: Basic

Honors and Awards: Please check my [online page for AWARDS](#)

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| AL KASS Sports Channels Rebrand - 2015 (Promax/BDA) | 1- Best Channel Branding |
| Gettysburg – 2014 (Promax/BDA) 1- Best Promos at the Movies | 2- Best Sound Design 3- Best Editing |
| Hatfields & McCoys - 2013 (Promax/BDA) | 1- MKTG Best Entertainment Program Spot 2- MKTG Best Music without vocals |
| TEDx Dubai “The Beauty of Small Things” – 2011 (Promax/BDA) | 1- Best use of original music composition in a promo |

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| Al KASS “Sandman vs Waterman” 2011 Asian Cup Promo - (Promax/BDA) 1- Most Outstanding Promo of the year. 2- Best Sports Promo | 3- Best Special Event Promo 4- Art Direction & Design 5- Topical Promo 6- Special Project Award |
| Drugs – 2008 - (Promax/BDA) | Best Public Service Announcement |
| Film Piracy – 2008 - (Promax/BDA) | Best Public Service Announcement |
| SoccaStars – 2006 - (Promax/BDA) | Gold Isis: best mixed media animation |

Recommendation & reference documents furnished upon request.



