

# HUSSEIN MLHEM

Senior Multimedia Designer | AI-Powered Visual Content | Digital Marketing

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## 9+ Years

Creative production experience

## 1,000+ Projects

Designs, videos, campaigns & visual assets

## AI Visuals

Product visualization, prompts & video workflows

## PROFESSIONAL SUMMARY

Senior Multimedia Designer, Video Editor, and Visual Content Creator with 9+ years of experience across the UAE, GCC, and international freelance markets. Specialized in high-quality visual production, motion graphics, video editing, campaign creatives, presentation design, and brand communication. Combines strong creative execution with practical AI-assisted workflows to develop photorealistic product visuals, cinematic video concepts, social media assets, marketing presentations, and brand-consistent content.

## CORE COMPETENCIES

### Multimedia & Video Production

Video editing, motion graphics, post-production, reels, ads, corporate videos, social media videos, event content, brand films, and presentation videos.

### Visual Design & Brand Communication

Campaign visuals, brochures, corporate presentations, product launch materials, digital ads, social media creatives, layout design, and brand identity application.

### Creative Direction & Workflow

Visual storytelling, concept development, cinematic scene planning, motion direction, creative research, production planning, and cross-functional coordination.

### AI-Assisted Creative Production

Generative AI visual content, AI-powered product visualization, prompt engineering for visual media, text-to-image and image-to-video workflows, photorealistic image enhancement, and storyboard planning.

### Marketing & Digital Content

Digital marketing content, paid ads visuals, campaign creative development, social media content production, product storytelling, launch support, and marketing communications.

### Technical Foundations

Web design fundamentals, HTML/CSS/JavaScript basics, PHP basics, WordPress, Shopify, Wix, IT support, and digital workflow coordination.

## PROFESSIONAL EXPERIENCE

### Baynunah Official - Ma Hawa | Abu Dhabi, UAE

May 2024 - Present

Marketing Operations Executive / Multimedia Lead

#### Employee of the Year - Dec 2024

- Lead the production of visual content, campaign assets, videos, presentations, brochures, and event-related design materials for Ma Hawa.
- Produce high-quality product visuals and brand materials for still water, sparkling water, hydrogen water, aluminum bottles, glass bottles, cans, and AWG devices.
- Apply AI-assisted creative workflows for product visualization, image enhancement, campaign concepts, visual storytelling, and cinematic scene planning.
- Develop detailed AI prompts for photorealistic product images and video concepts, focusing on product accuracy, brand colors, packaging details, logo placement, material realism, lighting, reflections, and composition.
- Create AI-assisted storyboards, social media creatives, pitch visuals, product launch materials, and marketing presentation assets.
- Support digital marketing activities through campaign visuals, content ideas, and creative materials for paid and organic communication.

### Super Future Technology | Dubai, UAE

June 2023 - May 2024

Senior Video Editor & Motion Designer

#### Employee of the Week - July 2023

- Produced premium motion graphics, short-form video ads, social media videos, and marketing content for UAE-based commercial projects.
- Edited and delivered polished video assets for digital campaigns, brand communication, and client presentations.
- Developed performance-driven visual storytelling with strong attention to clarity, pacing, message delivery, and audience engagement.

### Studio Belmont | Dubai, UAE

May 2023 - June 2023

Video Editor / Motion Graphics Designer

- Worked on commercial video editing and motion graphics projects for digital and brand communication.
- Supported creative production through editing, animation, visual refinement, and post-production workflows.

## — PROFESSIONAL EXPERIENCE - CONTINUED

### Palmenburg | Germany - Remote

Feb 2021 - May 2023

#### Project Manager

- Managed remote technical and creative projects for international clients, coordinating stakeholders, production teams, and delivery requirements.
- Oversaw project timelines, communication, task follow-up, and quality control across digital and creative workflows.
- Supported coordination between business objectives and execution teams to ensure consistent delivery standards.

### DMarketinglines | UAE

Aug 2020 - June 2021

#### Information Technology Support Engineer

- Provided IT support for internal teams, digital workflows, and marketing operations.
- Supported technical troubleshooting, system coordination, and operational continuity.
- Assisted with digital infrastructure needs related to content and marketing activities.

### DMarketinglines | UAE

Jan 2020 - Feb 2021

#### Graphics Designer & Motion Graphics Designer

##### Employee of the Month - May 2020

- Created graphic design, motion graphics, digital ads, and visual assets for social media and marketing campaigns.
- Designed animated content and campaign visuals for different digital platforms.
- Supported brand communication through consistent and polished visual outputs.

### Upwork / H.M Media Production | Freelance

Jan 2017 - Present

#### Freelance Motion Graphic Designer / Video Editor

##### Upwork Top Rated Freelancer

- Delivered 500+ freelance projects for international clients across motion graphics, video editing, animation, design, and digital content production.
- Maintained Top Rated status through consistent delivery, client satisfaction, communication, and creative quality.
- Produced explainer videos, social media ads, motion graphics, corporate videos, animated content, and presentation visuals for global clients.
- Managed full freelance project cycles including client communication, creative direction, production, revisions, and final delivery.

## — TOOLS & TECHNOLOGIES

**Creative:** After Effects, Premiere Pro, Photoshop, Illustrator, Adobe XD, Canva, PowerPoint, Microsoft Office.

**Marketing:** Meta Ads Manager, TikTok Ads Manager, social media platforms, content tools.

**AI Creative:** ChatGPT, Midjourney, Runway, Kling AI, Pika Labs, Freepik AI, Adobe Firefly, Stable Diffusion, Leonardo AI, Nano Banana, Gemini, ElevenLabs.

**Web:** Shopify basics, Wix, WordPress basics, HTML, CSS, JavaScript basics, PHP basics.

## — EDUCATION, CERTIFICATIONS & LANGUAGES

### Education

#### Master in Web Science

Syrian Virtual University | 2018 - 2021  
Coursework completed / Thesis stage

#### Bachelor's Degree in Software Engineering

Al-Ba'ath University | 2012 - 2017

### Certifications

- Digital Marketing Course with AI & ChatGPT - SEO International, UAE
- Environmental, Health and Safety Certifications - Blue Ocean Corporation

### Languages

Arabic: Native

English: Professional Working Proficiency

## — PORTFOLIO LINKS

### LinkedIn

[linkedin.com/in/hussein-mlhem](https://www.linkedin.com/in/hussein-mlhem)

### Video & Visual Portfolio

[YouTube Portfolio Playlist](#)

[Google Drive Portfolio Folder](#)