

SALAH ALI AL-BAKRI

Multimedia Designer & AI Specialist

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Portfolio: salahalbakri.com

PROFESSIONAL SUMMARY

Multidisciplinary designer with 9+ years of experience across **video editing, motion graphics, visual design, brand identity, and digital content**, with additional experience in AI-powered creative production.

Worked on video, motion, and visual projects for government entities, agencies, technology platforms, and brands across campaigns, explainers, social media, and digital experiences.

At The Chefz, I won **1st place in the company-wide AI Innovation Competition** for developing an internal AI image platform that transformed product-image production, reducing turnaround time from days to minutes.

Delivered **400+ projects** across government entities, technology platforms, agencies, startups, and consumer brands.

EXPERIENCE

Senior Multimedia Designer

The Chefz | Jeddah, Saudi Arabia | 08/2025 – Present

- Lead multimedia production across in-app content, seasonal campaigns, partner brands, event visuals, motion, video, and digital assets.
- Designed and built **The Chefz AI Photo Lab**, an internal AI-powered platform that automated recurring product-image requests and reduced production time from days to minutes.
- Led the platform from concept and UX to visual design, AI workflows, prompt systems, and internal implementation.
- Created brand and visual systems for **Cloud Station** and **RESRV**, covering identity, typography, colour systems, patterns, iconography, and brand communication.
- Directed AI-assisted motion and visual production for seasonal campaigns, product photography, 3D icons, and branded content.

Senior Graphic & Motion Designer

National Center for Meteorology | Saudi Arabia | 04/2022 – 07/2025

- Created and edited visual, motion, and video content for national awareness campaigns, events, and official communication.
- Produced **150+ visual assets** across motion graphics, infographics, educational videos, presentations, and digital campaigns.
- Developed presentation templates and visual systems supporting the rollout of the center's 2025 visual identity.
- Integrated AI tools into creative workflows, reducing production turnaround time by approximately **40%**, while collaborating with media, communication, and technology teams.

Senior Creative Designer

Xpress Marketing Agency | Jeddah, Saudi Arabia | 10/2020 – 03/2022

- Developed visual directions and digital campaign assets across retail, F&B, and service-sector clients.
- Produced social media content, video edits, motion graphics, and explainer videos for **30+ client projects**.
- Worked across multiple brands and audiences while supporting junior designers and improving internal creative workflows.

AWARD

1st Place — The Chefz AI Innovation Competition

2026

EXPERTISE

Motion & Video: Motion Graphics · Video Editing · 2D Animation · Post-production · Storyboarding · Explainer Videos · AI Video Generation

Design & Brand: Visual Identity · Brand Guidelines · Art Direction · Typography · Design Systems · Presentation Design · Digital Campaign Design

AI & Creative Technology: AI Image Generation · AI Product Photography · Prompt Engineering · Creative Workflow Automation · AI-assisted Visual Production

Digital & Product: UI/UX · Arabic RTL Interface Design · App Store Creative Assets · Social Media Content Design · E-commerce Design

TOOLS

Adobe Photoshop · Illustrator · After Effects · Premiere Pro · InDesign · Figma · Keynote · Midjourney · Nano Banana · Runway · Kling · Fal.ai · Replit · Claude

EDUCATION

Bachelor’s Degree in Graphic Design

Jeddah International College | Jeddah, Saudi Arabia

CERTIFICATIONS

Motion Design School — Advanced Animation Techniques

Bring Your Own Laptop — Adobe Suite Course

AI Tools for Creatives — Online Masterclass, 2024

LANGUAGES

Arabic — Native

English — Professional Working Proficiency