

Mona Abdallah

Digital Media Producer + Educator

Contact:

mona@monaabdallah.com
monaabdallah.com

Education

- Oct 2012 - Sep 2013 **Masters of Science in Advanced Multimedia Design & 3D Technologies**
School of Engineering and Design
Brunel University - London, UK
- Sep 2005 - Jun 2009 **Bachelors of Science in Multimedia Design, minor in Design Management**
College of Architecture, Art and Design
American University of Sharjah - Sharjah, UAE

Work Experience

- Oct 2021 - Present **Amity University - Dubai, UAE** *Lecturer*
Introducing students to the technological, social and aesthetical aspects of animation production. Through courses like 'History of Animation', 'Aesthetics' and 'Design for Animation', students are encouraged to experiment with several techniques and examine a wide range of approaches to creating images in motion. I help students bring stories to life using hands-on assignments, screenings and critique sessions. Students gain skills in planning, organising and executing creative projects in visual design as well as 2D & 3D animation.
- Aug 2017 - Oct 2021 **Save the Children - London, UK** *Digital Media Manager*
Leading on the digital production for Save the Children's media team, I produced media packages and commissioned content to provide to media outlets, such as broadcasters and online media platforms. I also created social media content for the organisation's owned media channels. My role was to also provide digital support to the News and PR teams in developing and producing digital content including films, photography, and data visualisations.
- Mar 2014 - Mar 2017 **Twenty30 Media - London, UK** *Senior Designer*
Designed and directed several digital and print-based projects for clients in the UK, Qatar, and UAE. Tasks included managing the work of the Junior Designer and freelancers as well as assisting the Director of the company on several managerial decisions such as budget planning and hiring.
- Nov 2013- Dec 2013 **The Play Studio - London, UK** *Animator/Designer*
During a 2 month contract, I created several animations using Adobe After Effects using illustrations and artwork that was provided by the team. The illustrations consisted of characters, objects and typography that all required animating. Duties also included some design tasks such as leaflet design.
- Sep 2011 - Oct 2011 **Fox International Channels - Abu Dhabi, UAE** *Freelancer*
Updated the Arabic weekly promos and fillers that appear on Fox, Star and National Geographic channels using their branded templates. Duties also included some video editing and motion graphics design.
- Jun 2009 - Sep 2010 **S.S. Lootah - Dubai, UAE** *Multimedia Designer*
Developed concepts and produced motion graphics and films for TV show packages, fillers and promos. Duties also included conducting video editing training sessions for interns as well as other employees from different departments.
- Jun 2008 - Jul 2008 **Leo Burnett - Dubai, UAE** *Design Intern*
Supported the ARC Worldwide team on digital-based projects such as flash websites, banners, HTML webpages and some video editing for various clients like Dubai Properties, General Motors and du. After completing the internship, I was offered a temporary paid position which I took on for the rest of the summer holiday.

Courses Taught

- Visual Communication
- Design for Animation
- Computer Animation
- Digital Imaging

Software:

- Adobe Creative Cloud
- Final Cut Pro
- Autodesk Maya
- Figma