

Austin Joseph

Creative Strategist & Motion Designer

Dubai, UAE

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Professional Summary

Creative Strategist & Motion Designer with 6+ years of experience building brand storytelling, campaign content, and visual systems across MENA, Europe, and Australia. Blending motion, narrative, and design thinking to deliver clarity and creative impact across digital campaigns and events—with hands-on leadership in multidisciplinary teams.

Key Skills

- Leading creative strategy, storytelling, and brand-driven visual campaigns across MENA, Europe, and Australia.
- Motion design, visual identity, and cross-platform content creation.
- Adobe After Effects, Illustrator, Photoshop for high-impact animation & graphics.
- UI/UX collaboration and 3D interactive content aligned with digital campaigns.
- Storyboarding, concept development, and team-aligned execution.
- Generative AI - assisted ideation and creative prompting (Midjourney, ChatGPT, Gemini).
- Digital marketing techniques including SEO, GEO/AEO targeting, Meta & Google Ads integration for campaign reach and performance.

Experience

Senior Motion Designer

CXO Strategies, Dubai | Mar 23 – Present

- Created motion-first content for Dell, Palo Alto, and CommVault
- Led event visuals for GITEX and other industry activations
- Integrated AI tools like Midjourney, ChatGPT, Gemini, and Claude for ideation and reference building
- Took leadership of visual direction, contributing to campaign themes and creative flow
- Collaborated with strategy and marketing teams to align content with messaging tone

Experience(continued)

Motion Designer

MWT Technologies, Kochi | Nov 21 – Jan 23

- Created motion design content and promotional visuals for clients across Australia.
- Contributed to rebranding and visual identity systems by aligning design execution with strategic messaging and regional tone
- Collaborated with UI/UX and marketing teams to ensure design consistency across platforms
- Supported early-stage concepting and storyboarding through iterative design development

Motion Design Intern

Magmyth VFX, Kochi | Mar 21 – Apr 21

- Worked on cinematic storytelling for clients like Aashirvad Cinemas and V-Guard.
- Supported asset breakdowns and post-production workflows for regional film and advertisements

Graphic Designer

Motion Web Hosting, Thrissur | Apr20 – Jan 21

- Designed branding systems and campaign graphics for 35+ clients, including FirstCry and Kajah Tea
- Created design assets across social, and digital formats for clients in India and the GCC

Education

- Master's in Multimedia – MG University (2019–2021)
- Bachelor's in Physics – Calicut University (2015–2018)

Languages

- English – Expert
- Hindi – Intermediate
- Arabic – Beginner
- Spanish – Basic conversational