

# ADAM HAMMOUR

## SENIOR MOTION GRAPHICS DESIGNER (FREELANCE)

[www.royaloinker.co.uk](http://www.royaloinker.co.uk)

### LOCATION

London, UK

### MOBILE

07437733491

### EMAIL

[adam@royaloinker.co.uk](mailto:adam@royaloinker.co.uk)

### DOB

19/08/1985

## OVERVIEW

Senior Motion Graphics Designer, with 15+ years of industry credits. Highly experienced in motion branding, 2D / 3D animation, VFX compositing & hybrid editing. An in-depth understanding of TVC adverts, online promos, social content, DOOH, events & sizzles.

Sectors I've worked in have covered significant experience in music, film, sports, brand licensing, products and commerce. Brands have included Amazon, Adidas, Spotify, Sony Music, FIFA, Netflix, Universal, Formula One, Walkers, EA Games, Nintendo, Warner Music, Mattel Penguin publishing, Harper Collins, Boots, Unilever and many more.

## NOTABLE PROJECTS

- TV & Online adverts for Amazon properties such as Prime, Sports, Music & Film
- TV Adverts for major music artists such as Ed Sheeran, Kaiser Chiefs and The Kooks
- Full exhibition event wall videos at Outer-net SOHO for Brit Awards and Netflix
- Idents and virtual set for Walkers Crisps 'Do Us A Flavour' campaign
- Cross platform social & DOOH campaign for Boots and Unilever
- Lead motion designer within Booking.com social advertising team
- Title sequences & GFX for MTV shows Sound chain, Ibiza Rocks X and Live Lockdown
- Motion animated sizzles for EA Games brand licensing properties
- Social content & promos for sports brands such as Adidas, FIFA and Formula One
- Lead motion designer within Tik Tok cross-campaign development team

## SOFTWARE

### Cinema 4D

Significant experience in creating effects using moograph, cloth, dynamics and particles. As well as animation, modeling, lighting and shading of scenes. Experienced with advanced render plugins from Physical to Redshift.

### After Effects

Advanced proficiency in all major features; including 3D layers, camera tracking and keying. Knowledge of most popular and powerful plugins including Red Giant, Trapcode Suite, Sappshire, Plexus & Element.

### Premiere

Skilled in footage management, editing, colour grading & use of advanced effects.

### Figma

Familiar with storyboarding narratives and demonstrating design ideas.

### Photoshop & Illustrator

Proficient in asset creation, photo re-touching, digital compositing and preparation of files for animation.

### AI

Extensive experience with tools such as Runway, Midjourney, Veo & Kling.

# EXPERIENCE

## **Adam Hammour Ltd | Motion design freelancer / via own company (May 2017 - Present)**

Working in-house & remotely for multiple media agencies for brands such as Adidas, Nike, Nissan, Unibet, Amazon, British Airways, Honda, Spotify, Johnnie Walker Whisky, L'Oréal & Pfizer. Projects have included TVC adverts, online promos,, social content, events & sizzles.

## FREELANCE EXAMPLES

### **LADBible Group (Dec 2025)**

Creation of GFX for online social series. Packaging inclusive of title intro, lower thirds and full-screen captions.

### **WHSmith / TG Jones (Nov 2025)**

Animations for external store screens.

### **ATP Tour (Oct - Nov 2025)**

Event screens for ATP Nitro 2025 event in Turin - including exterior, tunnels & stadium.

### **Pokerstars (Aug - Sept 2025)**

Online promos, explainers & social content for gambling sector.

### **Grand Visual (July 2025)**

Animations for multiformat DOOH film campaign.

### **Museum of Infinite Realities (June 2025)**

Experiential screen content for interactive dance exhibits.

### **National Theatre (June 2025)**

Adverts for high-profile West-End shows such as Live Aid, Billy Joel, ABBA Voyage and Hercules.

### **DHL (May 2025 - June 2025)**

Animation for major exhibitions screens and main event videos - including global employee of year & eurocup.

### **Booking.com (May 2024 - April 2025)**

Creative concepting and animation for social advertising videos.

### **DEPT® (Sept 2024)**

Creation of multiple advertising videos for Canva platform.

### **ATP (August 2024)**

Part of large team creating event screens for ATP Turin 2024 tennis event.

### **Penguin Books (July 2024)**

Creation of sizzle for British Licensing Exhibition.

### **American Express (March 2024)**

Event motion graphics videos

### **Sony (Jan 2024)**

Creation of Outernet SOHO animation screens for The Brit Awards.

### **Netflix (August 2023)**

Creation of Outernet SOHO animation screens for The Witcher.

### **Maverick (July 2023)**

Animated banners and endcards for Pokemon 'Obsidian Flames' TVC campaign.

## FREELANCE EXAMPLES (continued)

### **FIFA (June 2023)**

Animated banners and endcards for Pokemon 'Obsidian Flames' TVC campaign.

### **Formula One (May 2023)**

Animated social videos for Qatar Airways sponsorship.

### **FIFA (April 2023)**

Animated social videos for Adidas sponsorship.

### **IMG (March 2023)**

TV animations for Woman's football and volleyball sports.

### **Girl & Bear (Feb 2023)**

Video editing and animated graphics for international charity campaign.

### **Tik Tok (Oct - Dec 2022)**

Social videos for brands such as Boots and Samsung.

### **Outernet London (Aug - Sept 2022)**

Launch of music video venue in the centre of Soho.

### **Mullenlowe (July 2022)**

Social videos for Sloggi underwear brand.

### **TBWA (July - Aug 2020)**

Working within large integrated teams remotely, on premium social content

### **Ocean Outdoor (Dec 2020)**

Creation of DOOH dynamic outdoor advertising campaign.

### **Wunderman Thomson (June 2022)**

Digital out of home 3D animation for Waterloo WOW screen.

### **PPC (Jan - May 2022)**

Sizzles for Paramount+.

### **VCCP (Dec 2021)**

Sizzles for Paramount+.

### **AB InBev (Nov 2021)**

Sizzles for Budweiser, Stella Artois, Busch and Corona.

### **Superunion (Oct 2021)**

Sizzle for Nes Cafe.

### **Unilever (Sept 2021)**

Explainer videos.

### **ITV Studios (July - Aug 2021)**

Social content and ident promos for Love Island.

### **Laundry Service (May 2021)**

Social content for Amazon.

### **EE (April 2021)**

Sizzles and video promos for new mobile phone launch.

## FREELANCE EXAMPLES (continued)

### **Boots (Jan - March 2021)**

Social content and online adverts for No.7 skincare products.

### **AB InBev (Dec 2020)**

Sizzle and social videos for drink brands such as Tripel Karmeliet and Corona.

### **Media Zoo (Dec 2020)**

Animation for explainer videos.

### **Verve Records (Dec 2020)**

Working in-house & remotely for multiple media agencies on freelance & short-term contracts.

### **Amazon D1 (July - Dec 2019)**

Design & Animation of TV, online adverts & social content - for Amazon Prime, Films, Music, Sports & retail. Also working up RND concepts for future campaigns.

### **Citi Group (May 2019)**

2D & 3D storyboarding and animation for financial corporate explainer videos.

### **Unilever (Feb - April 2019)**

Social, DOOH, TV & print adverts for a huge range of brands such as Persil, Lynx, Toni & Guy, Cif and Walls.

### **Digitas (Feb 2019)**

Visualisation of set for Sky TV advert concept.

### **Universal Pictures (Jan 2019)**

Design and creation of fully animated sizzle videos to promote brand-licensing properties.

### **EA (Jan 2019 - Feb 2019)**

Design & Animation for channel branding idents, online promos and social content, for FIFA 18 e-sports tournament. Additional social content for event partners Sky and Addidas.

### **Amazon D1 (Dec 2018)**

Online, Social & TV adverts for Prime, Music, Sports and Echo. Conceptual R&D for future branding projects.

### **FIFA (May 2018)**

Motion branding & Idents for annual E-Sports tournament at the O2 arena.

### **Havas (April 2018)**

Creation of motion graphic videos for pharmaceutical event.

### **Wieden + Kennedy (Feb 2018)**

Motion branding for Formula One, Honda & FA.

### **Vice Media (Jan 2018)**

Breakers for multiple episodes of TV show.

### **Taylor James (Dec 2017)**

Cinemagraphs for international Heineken campaign.

### **Marketiers (Nov 2017 - April 2018)**

Explainer video animations for Nissan and edit for British Airways campaign.

## FULL-TIME

### **PowerStation Studios | Motion Graphics Designer (August 2015 - Present)**

Creation of animated sizzles and motion graphics for brand licensing industry. Entertainment properties have included Universal Films.

### **JJ Stereo | Motion Graphics Designer (April 2014 - August 2015)**

Design and creation of entirely graphical music adverts for Kaiser Chiefs, The Pixies, Deadmau5, Ed Sheeran, BBC Radio 1 Live Lounge,.

### **AMC Networks | Motion Graphics Designer (December 2013 – March 2014)**

Responsible for creation of idents and channel branding for CBS shows.

### **Blueprint London | Motion Graphics Designer (August 2010 – December 2013)**

Lead motion graphics designer; responsible for all TV, cinema and digital outdoor broadcasted graphics.

### **Global Eagle Entertainment | Motion Graphics Designer (June 2009 – August 2010)**

Design and creation of idents and branding for Airlines such as Thomson, LAN and Air Europa.

### **SquareZero Ltd | Animator (Jan 2008 - November 2008)**

Idents, music videos and virtual sets for clients such as Viasat TV, Saudi TBWA and Mirada Media.

## EDUCATION

### **University of Lincoln**

BA, Media Production, 2:1  
(2007 - 2004)

### **The Manchester Metropolitan University**

BA, Media Studies, Foundation Year Degree  
(2003-2004)

### **Aquinas College**

A Media Studies, B Business Studies, C Economics, C Communication Studies, D General Studies  
(2003 - 2001)

### **Bramhall High School**

B Business Studies, C Economics, C English Language, C English Lit, C Maths, D Art, DD Science  
(2001 - 1995)