



# 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, BBC and ITV Studios**. Alongside leading agencies and studios such as **W+K, VML, TBWA, VCCP, Mullen Lowe, AMV BBDO, Havas, Prodigious, Oliver, Taylor James and Grand Visual**.

---

## HIGHLIGHTED: CONTRACTS

**Booking.com** | performance marketing team

**IMG** | sport events video creative team

**Outernet** | venue launch animation team

**Tik Tok** | creative branded UGC campaigns

**PPC** | film localising and trailer design

**TBWA** | online promos for Apple Music

**Boots** | online promos & social content

**Unilever U-Studio** | social, explainers, DOOH

**Amazon D1 creative** | RND, Promos, DOOH

## & PROJECTS

**Social content & promos** for sports brands such as Adidas, FIFA and Formula One

**Motion animated sizzles** for brand licensing properties owned by EA Games, Penguin & Mattel

**Event screens** for global DHL, ATP & EA Games

**Channel branding** for MTV, CBS, Brit Asia & Viasat

**Explainer videos** for Nissan, Accenture & YouLook TV

**TV Adverts for major music artists** such as Ed Sheeran, Kaiser Chiefs and The Kooks

**Online promos for product campaigns such as** Walkers Crisps 'Do Us A Flavour News', EE 'OPPO launch', GLO 'Hyper Pro reveal'

---

## SOFTWARE

### Cinema 4D

Significant experience in creating effects using motion graph, cloth, dynamics and particles. As well as animation, modeling, lighting and shading of scenes.

Experienced with advanced GPU renderers Redshift & Octane, as well as Physical.

### After Effects

Advanced proficiency in all major features; including 3D layers, camera tracking and keying. A long side object & environment tracking.

Knowledge of most popular and powerful plugins including Red Giant, Trapcode Suite, Sappshire, Plexus & Element.

### Premiere

Skilled in footage management, editing, colour grading, keying & 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 Limited company (Oct 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

### **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 & euro-cup.

### **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.

**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.

**EE (April 2021)**

Sizzles and video promos for new mobile phone launch.

**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 - Sept 2017)**

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 Airway, TUI 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 (Hons), Media Production, 2:1  
(2004 - 2007)

### **The Manchester Metropolitan University**

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

### **Aquinas Colleage**

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

### **Bramhall High School**

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

## REFERENCES

Available on request