



Mohamed Taha Naji

Videast / Senior Motion and Graphic Designer

I am a visual storyteller and problem-solver with a passion for creating engaging multimedia experiences. My background in multimedia design and web development, combined with my experience producing video and graphic content for marketing campaigns, enables me to transform complex ideas into compelling visuals. I leverage my project management and communication skills to collaborate effectively with teams, ensuring projects are completed on time and to the highest standards. My scientific training has instilled in me a data-driven approach, allowing me to analyze and refine my work for maximum impact. I bring a unique blend of creative and analytical skills to every project, always striving to find innovative solutions.

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📍 Casablanca, Morocco



TECHNICAL SKILLS

PAO

Adobe Photoshop - Illustrator - Indesign

Motion graphics and video editing

Adobe After Effects - Premiere Pro - Animate

Web design

HTML & CSS

Adobe Dreamweaver

Google web designer

AI technologies

midjournie, NANO BANANA

ai-coustics, Auphonic

Runway Gen-2

VEO 3

Production & Shooting

Videography (Sony / Canon)

3-point lighting

Event coverage

Basic audio capture

On-site production coordination

PODCUST production

PERSONAL SKILLS

Creative problem-solving

Storytelling sensitivity

Adaptability & time management

Fast learning

Team collaboration

REFERENCES

SYLVIE HURET



DERICTRICE - MADP

✉ sylvie.madp@adpresse.eu

☎ +33 7 85 40 48 51

HICHAM HADDAD



RESPONSABLE MARKETING - PUBLIC EVENT

✉ h.haddad@parthenon-live.com

☎ +212 663-715435

INTEREST

PADEL / PHOTOGRAPHY / READING
/ TRAVELING

WORK EXPERIENCES

Senior Motion Designer-videographer / groupe le matin

April 2023 - Present- Casablanca



- Brought complex ideas to life through engaging motion graphics and video animations, delivering over 250+ animated pieces across news, corporate, and digital content.
- Oversaw the full production chain (concept, storyboard, animation, editing, final output) for 30+ end-to-end projects annually.
- Collaborated closely with editorial, marketing, and communication teams, contributing to a 30% improvement in content visual consistency across Le Matin platforms.
- Enhanced the group's digital presence with modern, dynamic, and coherent design aesthetics, helping increase social engagement by 10-35% depending on content type.
- Introduced fresh approaches in collage animation, After Effects workflows, and creative storytelling, reducing production time by 15-20% while raising creative output.
- Leveraged expertise in Adobe Creative Suite to ensure visual excellence and efficiency, delivering 85% of projects on or ahead of deadline.
- Helped Le Matin strengthen its presence on social media and digital platforms through motion content adapted to modern audiences, contributing to 50%+ growth in video views over the year.
- Shared design insights and set standards for upcoming multimedia talents, mentoring 3-5 junior designers/trainees in motion design principles.
- Ensured each project reflected Le Matin's values with clarity, elegance, and impact — supporting over 15 editorial sections with tailored visual identities.
- Captured events, conferences, interviews, and on-site reports as part of the audiovisual team, covering 40+ events per year.
- Set up camera equipment, lighting, and sound for event coverage, managing multi-camera setups (up to 3 cameras) and professional audio configurations.
- Delivered fast-turnaround edits for same-day or next-day publishing, completing over 80 rapid-delivery videos annually.

Motion and graphic designer / Public Event

Nov. 2022 - April 2023 - Casablanca



- Designed and produced social media visuals — both static and animated — for advertising and brand communication.
- Created engaging digital and motion content for TV shows and online platforms.
- Presented and proposed multiple creative concepts to clients, ensuring alignment with brand identity and marketing goals.
- Utilized a broad range of design and post-production tools, including Photoshop, Illustrator, InDesign, After Effects, Animate, and Premiere Pro.

Motion and graphic designer / MADP

Act. 2020 - Aug 2022 - Rabat



- Produce animated and interactive 2D and 3D content, including rich media.
- Manage complete project workflows — from client brief to final graphic content delivery.
- Present multiple creative concepts and visual proposals to clients.
- Utilize a wide range of software for graphic design, animation, motion design, and video editing (Photoshop, Illustrator, InDesign, After Effects, Animate, Premiere Pro, etc.).
- Design and format catalogs and POS materials in various layouts and sizes.
- Create banners, graphics, and newsletters for digital and print use.

EDUCATION

MULTIMEDIA AND WEB CONCEPTION / Brevet de Technicien Supérieur

Sep 2018 - Aug 2020 - Erachidia

Conception graphique et visuelle, participation au développement d'applications multimédias, ainsi qu'à la création et à l'optimisation de sites web statiques et dynamiques, à partir d'un brief initial définissant les besoins, les objectifs et les contraintes du projet.

Baccalauréat, sciences physique et chimique

Jun 2017

A high school diploma focused on the study of physics, chemistry, and mathematics, providing a strong foundation in scientific reasoning, analytical problem-solving, and experimental methodology. This program develops logical thinking, precision, and technical understanding — skills applicable to both scientific and creative fields.