



farah abouel seoud

photographer. videographer. designer
farahabs@hotmail.com
+971566577108

academic background

May 2018

B.F.A in Visual Communication, Major in Digital Media

Department of Visual Communication
School of Architecture, Art, and Design
The American University in Dubai, Dubai, UAE
Cumulative GPA: 3.90

May 2014

High School Diploma

Al Mawakeb School, Garhoud, Dubai, UAE
American Curriculum
Highest Distinction Honor

professional experience

February 2019 - December 2020

Video Editor / ITP Media Group, Dubai, UAE

Worked as the main Arabic Video Editor for YouTube, social content, and commercial edits for the following:
Mazaj YouTube Channel, ITP Live Show, GQ, Esquire, Harper's Bazaar Arabia, Cosmopolitan, Hotelier and other ITP publications.
Other work include content creation/ideation and production assistant for ITP Live shows and content.

November 2018 - January 2019

Freelance Content Creator / Sony Music, Dubai, UAE

Worked on creative execution for artists' social media as well as press releases for Digital Streaming Platforms and YouTube. Made suggestions for creative changes in artist identity such as logo creation and album artwork.
Created show reels, storyboards, invitations, and media kits.

September - October 2018

Junior Art Director Training / Smaat Co, Dubai, UAE

Created animated and static posts for social media content.
Brainstormed with creative team in upcoming project pitches.
Accounts include: Jotun, Emirates Authority for Standardization and Metrology, and Sharjah Press Club.

February - May 2018

Production Intern / Dejavu, Dubai, UAE

Worked as a production assistant to the line producer, directors, and producers by recruiting potential cast members for their feature film: "Beneath a Sea of Lights."
Job shadowed production logistics with production coordinator.

June - July 2016

Post Production Intern / MBC Group, Dubai, UAE

Edited brand promotion content for MBC 2 movies and 2017 sales tape by compiling scenes from different movies under one theme.
Involved in brainstorming for Anghami, and content creation.

specializations

Photography. Storyboarding. Directing. Production. Cinematography. Post Production. Color Grading. Title Sequencing. Motion Graphics. Illustration.

achievements and extracurriculars

October 2018

**Young Arab Media Leader Program
Dubai and Abu Dhabi, UAE**

Shortlisted to be among 100 participants from the Arab region to undertake above 60 workshops over two weeks within Youth Hub and Arab Youth Center.
Won first place certificate in the journalism multimedia package workshop from Thomson Reuters.
Achieved certificate of recognition from NYUAD for conducting several debates in the topic of social media.

December 2017

Visual Communication Student Thesis Show

Work displayed: "Kill or Cure"
Warehouse 4, Al Quoz, Dubai, UAE

November 2017

Noon Art Award by Sharjah Ladies Club

Shortlisted photograph: "The Mirroring of Twins"
Al Corniche Street, Sharjah, UAE

September 2014 - May 2018

Dean's Honor List

The American University in Dubai, Dubai, UAE

digital skills

Adobe Creative Cloud

Photoshop. Illustrator.
InDesign. After Effects. XD.
Lightroom. Premiere Pro.

DaVinci Resolve

Cinema 4D
iBooks Author

Microsoft Office

Word. Powerpoint. Excel.

soft skills

Adaptable. Teamwork. Persistent. Organization.
Independent. Multitasking. Documentation.
Perfectionist. Communication. Motivated.

language skills

Highly proficient in spoken and written English.
Highly proficient in spoken and written Arabic.
Limited proficiency in spoken and written French.