ANOSH AHMAD

London, UK • anoshahmad@gmail.com • linkedin.com/in/anosh08

MOTION DESIGNER & VIDEO EDITOR • BROADCAST, BRAND & SPORT

Motion designer, video editor and content lead with 10+ years across agencies, studios and in-house teams in the UK, UAE and Pakistan. Takes ideas from script and storyboard through filming, editing, motion graphics, 3D, colour and sound to final delivery, for broadcast, brands, large-format screens and social. Has created work for Samsung, Coca-Cola, Porsche, PepsiCo, Nestlé, Unilever and UNICEF, built live broadcast graphics systems for OP.GG's esports coverage, and now edits sport and documentary content for The High Performance Podcast and Above Formula One. Led creative teams of up to 25, and brings AI tools into the workflow to originate scenes and ship faster without losing craft. MA in 3D Animation (Distinction), Cannes Lions Nominee and Lux Style Award winner.

SKILLS

MOTION & ANIMATION: After Effects (Expert), 2D & 3D Motion Graphics, Broadcast Graphics Packages, Kinetic Typography, Brand Motion Systems, Blender, Cinema 4D, Unreal Engine, VFX Compositing

EDITING & POST: Premiere Pro, DaVinci Resolve, Long-Form & Short-Form Story Structure, Multicam, Colour Grading, Sound Design, Multi-Format & Large-Format Delivery

PRODUCTION & CONTENT: Scriptwriting, Directing, Cinematography, Photography, Content Strategy, Social Platforms (YouTube, TikTok, Reels, LinkedIn), Analytics (Retention, CTR, AVD), Team Leadership

DESIGN & AI: Photoshop, Illustrator, Runway, Kling AI, Midjourney, Higgsfield, AI Storyboarding & Compositing

LANGUAGES: English (fluent), Urdu, Hindi & Punjabi (native), Arabic (proficient)

WORK EXPERIENCE

Self Employed • UK • 03/2026 - Present

Video Editor, Motion Designer & Content Strategist • Freelancer

- **High Performance (800K+ subscribers):** Turn long-form interviews with elite athletes and leaders into hook-led short-form edits and trailers, with captions, kinetic typography and sound design, refined against retention, CTR and AVD.
- **Above Formula One:** Script, edit and design graphics for long-form F1 documentaries, helping take the channel to monetisation within 3 months and 300K+ average views per video.
- **Rising Spirit MMA:** Own a documentary-style series following up-and-coming fighters across England, from concept and filming to edit, grade and publishing.
- **PARCO Gunvor (#SplitTheTimeTax):** Created an International Women's Day film entirely with AI, from storyboard to final composite, reaching 2.8M+ YouTube views.

CodeNinja Inc. • Remote, UK • 01/2026 - 05/2026

Lead Motion Designer & Content Creator • Contractor

- Built 20+ modular motion graphics and kinetic typography packages for LinkedIn, web and paid campaigns, turning complex AI products into clear, high-retention videos and cutting turnaround by 35%.

Sonic House • London, UK • 09/2024 - 12/2025

Marketing Lead & Content Creator (Video, Motion & AI) • Full-time

- Led a 6-person marketing team across social, email and campaigns, delivering 800+ multi-format assets in 12 months and cutting external CGI costs by 44% with an in-house Blender, Photoshop and AI pipeline.
- Turned static 2D product assets into 3D animations and motion graphics, driving 200% engagement growth and 1.3M+ monthly impressions across paid and organic channels.
- Filmed and edited brand films from live showroom events and expos, helping win 5+ new clients and £55K+ in new business, and launched a UGC stream that reached 2.3M+ views in one month.

OP.GG • Remote, UK • 06/2022 - 08/2024

Senior Video Editor & Motion Designer

- Built 70+ modular After Effects templates to cover live esports broadcasts (LCK, LCS, LEC, LPL) across four time zones, with one consistent visual language and zero missed deadlines.
- Helped launch OP.GG's podcast and wrote and edited its League of Legends docuseries, scaling YouTube to 280K subscribers and full monetisation in 6 months.
- Lifted cross-platform traffic by 54% and retention by 42% with animations, highlights and top-charts reels built around A/B-tested hooks.

Bard Code Studio • Remote & On-Site • 01/2019 - 04/2023
Freelance Social Video Producer & Motion Lead

- Edited the Coke Studio Season 15 finale to broadcast standard, handling the multi-camera edit, VFX compositing and 3D animated characters, for a finale that reached 64M+ cumulative views.
- Directed Pakistan's first AI fashion film, generating models and environments from product stills with Midjourney and Runway.
- Produced awareness campaigns for UNICEF and the British Council, social-first content for Foodpanda (80%+ subscriber growth rate), and photo shoots for Maggi, Knorr and ZAHA.

Visual Prophecy • UAE & PAK • 11/2016 - 08/2019
Post Production Supervisor & Creative Director

- Led a creative team of around 25 staff and freelancers, scripting and directing campaigns for Samsung, PepsiCo and Hyundai, and adapting Samsung Galaxy launch ads for every format from IMAX to roadside LED.
- Directed, shot and led post-production for Porsche's documentary series Call to the Wild across 12 locations.
- Directed and produced music videos integrating Unreal Engine real-time 3D CGI compositing, winning the Lux Style Award for Best Music Video Director.
- Trained incoming editors on shared LUTs and After Effects packages and built an in-house editing and VFX pipeline, cutting outsourcing costs by 30%.

Ogilvy • Lahore, PK • 04/2014 - 10/2016
Video Editor & Videographer

- Produced and edited 60+ TVCs and branded assets for global FMCG accounts (Nestlé, Unilever) to strict broadcast and format specifications.

EDUCATION

MA 3D Animation (Distinction)
University of Hertfordshire • UK • 01/2023 - 01/2024

BA (Hons) TV, Film & Theatre
Beaconhouse National University • PAK • 01/2009 - 01/2013

AWARDS & SCHOLARSHIPS

Best Music Video Director (Winner) • 01/2018
Lux Style Awards

Ad Film Nominee • 01/2017
Cannes Lions Awards