LEARNING · DESIGN · MOTION



Mohamed Elesseily

Instructional Designer & Animator

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Qena, Egypt · Available remotely

esseily.art

PROFILE

Instructional designer and animator with more than 15 years of experience turning complex information into clear, engaging learning experiences. Combines learning strategy, visual design and production to deliver consistent work from first concept to final output.

CORE EXPERTISE

- Instructional design
- Learning experience design
- Course structure & storyboarding
- Interactive e-learning
- Visual communication
- Motion graphics & 2D animation
- Editorial & publication design
- Visual identity design

01 Professional Experience

2008 — PRESENT

Instructional Designer

Freelance & collaborative projects

- Transform subject matter into structured, learner-focused digital experiences.
- Develop course concepts, learning flows, storyboards and interactive activities.
- Coordinate visual direction and production for consistent end-to-end delivery.

2013 — PRESENT

Graphic Designer

Freelance

- Create publication layouts, visual identities and communication assets.
- Build clear information hierarchy across print and digital formats.
- Translate client goals into practical, coherent visual systems.

2015 — PRESENT

Motion Graphics Artist & Animator

Freelance

- Produce explainer videos, educational animation and motion graphics.
- Develop scripts, scenes and storyboards into paced visual narratives.
- Combine illustration, movement and timing to make ideas easier to understand.

TOOLS

- Articulate Storyline
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Animate

WORKING STYLE

- Clear communication
- Remote collaboration
- Structured problem-solving
- Detail-oriented delivery

02 Education

2007

Bachelor of Specific Education

Department of Educational Technology

Grade: Good

03 What I Bring

Clarity

Complex content shaped into understandable learning and visual journeys.

Consistency

Strategy, design and production connected through one creative direction.

Engagement

Thoughtful visuals and movement designed to hold attention with purpose.

Let’s create something useful and memorable.

Available for freelance and remote collaboration.