CURRICULUM VITAE

MOHAMMED SHERIF

SENIOR VIDEO EDITOR, VFX & 3D ARTIST · KNOWN AS MORIF

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PROFILE

Creative, detail-oriented Senior Video Editor, VFX & 3D Artist with 5+ years in advertising, music and 3D animation. Skilled in CGI, compositing and high-impact visual content, from music videos and campaigns to 3D and live visuals on concert stages. 40+ brands and clients, 135M+ views, and always working across teams to bring creative ideas to life.

EXPERIENCE

JUN 2026 – PRESENT

IMPERIUM GROUP

SENIOR VIDEO EDITOR · AI VIDEO CREATOR

- Edited and created videos using AI tools for digital campaigns.
- Collaborated with creative teams to develop engaging visual content.
- Delivered high-quality video content while maintaining brand consistency.

NOV 2025 – PRESENT

ARTVISION

SENIOR VIDEO EDITOR

- Edited music videos, albums and digital content for artists and content creators.
- Produced live visuals for concerts and events, enhancing the audience experience.
- Collaborated with singers and influencers to deliver engaging visual productions.
- Delivered high-quality edits with advanced color grading, sound design and motion graphics.

JUL 2026 – OCT 2026

HABBAH

SENIOR VIDEO EDITOR · FREELANCE · REMOTE

- Edited social media and campaign videos for the brand.
- Delivered on-brand edits with motion graphics and VFX on tight timelines.

MAY 2026 – JUL 2026

PERSONA GURUS

SENIOR VIDEO EDITOR · FREELANCE

- Edited several freelance projects, mostly real estate promotional videos.

APR 2026 – JUN 2026

WTS NETWORK

SENIOR VIDEO EDITOR · FREELANCE · ON-SITE

- Edited video content and motion graphics for the network's channels.
- Worked on-site with the production team from edit to final delivery.

JUN 2025 – JAN 2026

LAVUI

SENIOR VIDEO EDITOR & 3D ARTIST

- Led high-end video campaigns with strong visual quality.
- Created CGI, 3D visuals and motion graphics for digital marketing.
- Managed the full post-production workflow and delivery.

JUN 2025 – JAN 2026

SYNCN

3D ARTIST

- Created 3D models, product visualizations and immersive environments.
- Executed lighting, texturing and rendering for high-end outputs.
- Supported motion graphics and animation production.

DEC 2024 – MAY 2025

GROOVY AESTHETIC CLINICS

VIDEO EDITOR & 3D ARTIST

- Produced commercial content for aesthetic and cosmetic campaigns.
- Developed CGI and VFX to elevate brand visuals.
- Delivered high-performing social media ad creatives.

JUN 2024 – DEC 2024

EGYPROPERTY

VIDEO EDITOR & 3D ARTIST

- Produced real estate promotional videos and marketing visuals.
- Modeled and animated 3D floor plans using Cinema 4D & Octane.
- Collaborated with sales and marketing teams to enhance property presentations.

JAN 2023 – APR 2024

ESCAPE THE ROOM

MARKETING MANAGER · VIDEO EDITOR · 3D ARTIST

- Directed video campaigns, increasing online engagement by 60%.
- Managed social media content strategy and paid advertising campaigns.
- Designed immersive 3D environments and led a small creative team.

MAY 2021 – OCT 2022

SKETCH

GRAPHIC DESIGNER & 3D VISUALIZATION SPECIALIST

- Designed print materials and branding assets.
- Produced 3D visualizations for academic and commercial use.
- Prepared large-scale, print-ready layouts.

2015 – 2021

FREELANCER

VIDEO EDITOR, 3D ARTIST & MOTION DESIGNER

- Delivered ads, branding visuals and logo animations for diverse clients.
- Managed full-cycle video production, from concept to final delivery.
- Collaborated with clients across Egypt and the Gulf region.

IN NUMBERS

5+
YEARS IN THE CRAFT
ADVERTISING AND 3D ANIMATION

40+
BRANDS & CLIENTS
MUSIC, MEDICAL, REAL ESTATE, FASHION, EVENTS AND MORE

135M+
VIEWS GENERATED
80M+ MUSIC · 30M+ CREATORS · 20M+ MEDICAL & BEAUTY · 5M+ REAL ESTATE

1000+
VIDEOS PRODUCED
ACROSS MEDICAL & BEAUTY, FASHION, MUSIC, REAL ESTATE AND CREATORS

90+
CAMPAIGNS DELIVERED
COMMERCIAL ADS, REAL ESTATE, MEDICAL AND FASHION CAMPAIGNS

39
CUSTOM LIVE VISUALS
19 FOR AMAL MAHER · 20 FOR HAMZA NAMIRA

SELECTED WORK

FILM – SHEESH DO

Made the music video for Amr Gaber's song, the film's main song (1M+ views), and all the social media videos for the premiere campaign, released across the cast's own accounts: Bassem Samra, Bayoumi Fouad, Michel Milad and more.

MUSIC & LIVE VISUALS

Custom live visuals and videos for artists and creators: Hamza Namira · Amal Maher · Tul8te · Ammar Hosny · Aziz Maraka · Amr Gaber · Samir Reda · Meshref Ashraf · Kiro Fawzy · Seif Hanno · Mostafa Zoheer.

BRANDS

Vodafone · talabat · Cottonil · IQOS · EgyProperty · Escape The Room · Town Writers · Groovy Clinics · His Clinic · DermaClub · Lavui · Axis Co. · BRU Co. · Imperium Group · Hunger Station · Aspire · Trivium · Artvision · Habbah · WTS · Persona Gurus · Sketch

WHAT I DO

VIDEO EDITING

Music videos, ads, reels, podcasts and long-form, cut for rhythm and retention.

- PREMIERE PRO
- AFTER EFFECTS
- DAVINCI RESOLVE
- VEGAS PRO

3D ART & CGI

Products, cars and worlds, modelled, lit and rendered.

- CINEMA 4D
- OCTANE
- V-RAY
- MARVELOUS DESIGNER

VFX

Compositing, tracking, clean-up and effects shots for music videos and social media.

- AFTER EFFECTS
- DAVINCI RESOLVE
- CINEMA 4D

MOTION DESIGN

Titles, kinetic type, transitions and live visuals for concert stages.

- AFTER EFFECTS
- CINEMA 4D

SKILLS & SOFTWARE

SKILLS

- VIDEO EDITING & ANIMATION
- CGI & VFX
- 3D MODELING & TEXTURING
- COLOR GRADING
- STORYBOARDING
- PROJECT MANAGEMENT
- TEAM COLLABORATION
- ENGLISH & ARABIC FLUENCY

SOFTWARE

- AFTER EFFECTS
- PREMIERE PRO
- PHOTOSHOP
- DAVINCI RESOLVE
- CINEMA 4D
- OCTANE RENDER
- V-RAY
- HIGGSFIELD

EDUCATION

2019 – 2023

BACHELOR OF MANAGEMENT INFORMATION SYSTEMS

EGI UNIVERSITY

COURSES

HANDS-ON PROFESSIONAL TRAINING, SAUDI ARABIA

AFTER EFFECTS · PHOTOSHOP · CINEMA 4D · OCTANE RENDER · V-RAY