

# AB Babaei

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## Motion Director & Art Director

From idea to execution, directing animation-driven launches for digital products

## PROFESSIONAL EXPERIENCE

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### Creative Director at Entangle Labs Remote

Apr 2024 – Aug 2025

- Directed and produced over 90 videos from snappy social cuts to full cinematic trailers for products like Genome, Entangle, Xyber, Gorplels, and more.
- Hands on in storyboarding, animation, visual/art direction, and technical execution.
- Delivered explainers and launch assets through agile pipelines, balancing speed with precision.
- Collaborated closely with devs, marketers, and founders to shape visual strategy and execution.
- Advocated early for AI-powered workflows and the adoption of AI visual tools and platforms across the creative pipeline.

### Freelance Motion Designer Remote

2019 - 2024

- Produced over 120 animation projects for global brands including Apple, Google, Meta, TEDx, Booking.com, and Toshiba.
- Collaborated with top-tier studios such as 1stAveMachine, Brut, Hueso, CCCCCC, and Post Office Studio.
- Directed and co-directed 12+ animated shorts, branding films, and explainers.
- Led animation and design pipelines from start to final delivery, often in close sync with creative directors and producers.
- Built and delivered toolkits, Lottie assets, and modular systems for scalable animation workflows.
- Notable work:** Produced over 35 in-app videos and marketing visuals for WhatsApp in collaboration with Novenero Studio, including storyboard and animation. Engineered a toolkit-driven pipeline for WhatsApp, enabling rapid production of 50+ languages with consistent style and tone.

### Freelance Art Director / Motion Designer at TAK-ON Remote

2021 - 2022

- Directed and animated visuals for major live events and screen installations in Dubai and Tehran.
- Developed branded visual content across social, video, and event platforms.
- Managed creative team alignment with overall brand and narrative direction.

## EDUCATION

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### Iran University of Applied Sciences and Industries , Tehran

2023 - 2025

Bachelor's Degree – Online Business Management, Interactive Technology

### University of Applied Sciences Unit 38, Tehran

2021 - 2023

Associate Degree – Animation, Interactive Technology

## SKILLS/INTERESTS/MISCELLANEOUS

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- Expert in Adobe After Effects; proficient in Adobe Creative Suite, Figma
- Fluent in English; native Persian speaker
- Interests: Web3 and crypto, AI, Photography, Fitness