



ZAHRA AHMADI

DIGITAL ARTIST

CONTACT

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Toronto, Ontario

www.za-ahmadi.com

COMPETENCIES

- Attention to details
- Team player
- Committed, organized
- Motivated, Creative, Passionate
- Quick learner

LANGUAGES

Persian and English

Written and Spoken - Fluent

SOFTWARE KNOWLEDGE

Premiere Pro

After Effects

Illustrator

Photoshop

Substance 3D Painter

Blender

Unity

Wrike (Project management application)

Getting a bachelor's degree in Specialization Computation Arts let me acquire a broad skill set in 3D modeling, logo design, programming, and video editing.

Also, working as a Multimedia Assistant for two years allowed me to hone my 2D animation and motion graphics skills and become proficient in the video production field.

EDUCATION

Bachelor of Fine Arts (BFA),
Specialization Computation Arts C.Edge
Concordia University
GPA 3.49/4.30

2017 - 2022

ACADEMIC EXPERIENCE

Self-Portrait 3D Model

- Sculpted, retopologized, created UV maps, rigged, created poses, and rendered in Blender
- Texturized the character using Substance 3D Painter
- Modified the texture map using Photoshop
- Made a turntable animation of the character using Premiere Pro

Invictus Gloves Promotional Video

- 3D Modelled the scene, created UV maps, texturized, rigged, animated, and rendered in Blender
- Made a short loop animation of the scene in Premiere Pro

Logo Designs

- Designed brand-new logos using Illustrator and Photoshop for students' projects, Concordia and Toronto universities' organizations

Online Games

- Programmed games using JavaScript, jQuery, jQuery UI, HTML, CSS languages, JSON, p5 JS, ResponsiveVoice, and Annyang libraries
- Created games using Unity and Bitsy



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AWARDS & DISTINCTIONS

UNIVERSITY - 2019

- CRAFT Logo Award,
CRAFT organization logo contest
- Loyola-Committee Logo Award
Concordia University logo contest

VOLUNTEER WORK

2023

- Volunteer member
UTIRAN (UofT), Toronto, ON
- Social Media Content Creator
TEDxAveLorne, Montreal, QC

2019

- Writers Read
Concordia, Montreal, QC

2018

- Co-op bookstore
Concordia, Montreal, QC
- Local and Alternative Media
Fair Event
Concordia, Montreal, QC

INTERESTS & HOBBIES

- Community involvement
- Urban photography
- Reading books
- Painting and drawing
- Practicing Martial Art (Nénu)
- Hanging out with family and friends

WORK EXPERIENCE

Multimedia Editing Coordinator at Genetec Inc.

2023 - Now

- Creating animated marketing movies and motion graphics in collaboration with the graphics team
- Editing promotional videos, such as product demonstration videos and videos shot in the Genetec Studio
- Assisting the Genetec Studio with training, on-site photo, and video projects as needed
- Planning and carrying out video projects, from pre-production planning and storyboarding to filming, video editing, and post-production
- Keeping up with industry applications and Genetec products on a technical level and applying to video production
- Recording product demos using screen-capture software and editing with stock video/animation to provide engaging marketing content

Multimedia Design Assistant at Genetec Inc.

2022 - 2023

- Produced animated marketing movies and motion graphics in collaboration with the graphics team
- Assisted with the Genetec Studio as needed through training and on-site photo and video projects
- Recorded product demos with screen capture tools and combined the footage with stock videos and/or motion graphics to produce marketing content
- Performed minor video adjustments as required (such as subtitle edits)

Multimedia Production Assistant at Genetec Inc.

2021 - 2022

- Produced and edited product demonstrations, promotional, and training videos
- Created GIFs, multimedia, and other rich-media material, including 2D animation and motion graphics for the marketing purposes
- Produced multimedia content for posts on Genetec's social media
- Assisted with the Genetec Studio as needed through training and on-site photo and video projects