Nashwa Hamido

Senior Marketing Artist

Dublin, Ireland | +353 89 955 9833 | nashwa.elbanna144@gmail.com
Portfolio: nashwa.studio | Behance: behance.net/NashwaHassan154 | LinkedIn: linkedin.com/in/nashwa-hamido
EU citizen (German), eligible to work in Ireland, no sponsorship needed

SUMMARY

Senior marketing artist with ten years in visual design, most of it creating game marketing at Meta, YAGER and AdLiven. I make key art, video ads, trailers, in-engine cinematics, motion graphics and social content for PC, console, VR and mobile games, for clients including King, Dream Games and MobilityWare. I also design UI and store screens and build for the web, with an MSc in Interactive Digital Media from Trinity College Dublin, so I work easily with game, UI and engineering teams.

SKILLS

Marketing art: key art, ad creatives, video ads, user acquisition (UA) creatives, social media content, app store screenshots, store screens, trailers, cinematic stills, community and live-ops event art, branding, logo design, typography, internal communications

Motion and 3D: Adobe After Effects, Premiere Pro, motion graphics, 2D animation, camera animation, in-engine cinematics, Blender, Maya, Unreal Engine, Unity

Design tools: Adobe Photoshop, Illustrator, Figma, UI design, UI icons

AI tools: Nano Banana Pro (Gemini 3 Pro Image), ChatGPT, Claude

Web: WordPress, HTML5, CSS3, JavaScript, TypeScript, React, React Native

Collaboration: Agile, Jira, Trello, Asana, Notion, project management, mentoring

EXPERIENCE

Senior Marketing Artist, AdLiven
Remote, Dublin, Ireland | Aug 2025 – Present

- Create video ads and screen designs for full advertising campaigns for mobile game clients including King, Dream Games and MobilityWare, from concept to delivery.

Senior Designer, PixelHelix
Remote, Berlin, Germany | Oct 2024 – Mar 2025

- Led creative direction for game marketing assets and brand campaigns.
- Produced cinematic stills, motion graphics and interactive promotional visuals.

Marketing Artist, Meta Reality Labs
Remote, Berlin, Germany | Aug 2022 – Aug 2024

- Created key art and scene compositions for Crayta's in-game seasons, game jams, ad campaigns and social media, on the Epic Games Store and Facebook Gaming.
- Produced in-engine cinematics for Crayta's Epic Games Store presence.
- Moved with Horizon Worlds from VR to its web and mobile version, creating release visuals and collaborating on video content.
- Designed UI icons, store screens and in-game rewards such as stickers in Figma, with the game design and UI teams.
- Designed community announcements, stream layouts and social posts, plus internal communications.

Marketing Artist, YAGER Development
Berlin, Germany | May 2019 – Jul 2022

- Created cinematic still scenes for DLCs, press releases, game events, social media, announcements and ad campaigns for The Cycle and The Cycle: Frontier.
- Animated each season's key art for social ads and game trailers.
- Built in-engine cinematic clips and 3D animations, plus 2D animation, for trailer productions.
- Refreshed the game's branding and logo each season, and designed website layouts that I built in WordPress.
- Designed UI icons and UI screens for DLC releases, plus internal communications and community content.

Graphic Designer, FunRock Games
Remote, Stockholm, Sweden | Oct 2017 – Feb 2018

- Designed promotional and social ad campaigns, in still and video formats, for the mobile strategy game Heroes United in the MENA region.
- Kept branding and typography consistent across campaign and community assets.

Graphic Designer and Illustrator, Technology Resources EST
Alexandria, Egypt | Jun 2016 – Jun 2017

- Created brand identities and UI for the company's mobile apps and for MENA clients, plus print media for events.

Earlier roles
Teaching Assistant, Visual Communication, Alexandria University (Sep 2016 – May 2017); Graphic Designer, Vital Advertising and ONE.3 Advertising, Alexandria, Egypt (Dec 2015 – Jun 2016), creating brand identities for healthcare, real estate and food clients

SELECTED PROJECTS

MODU, gamified 3D furniture assembly mobile app | 2026
MSc team project, Trinity College Dublin | Project Manager and Front-End Lead | Website: modugamified.vercel.app

- Led a six-person team from concept to a public launch at the IDM Showcase in August 2026, including launch posts and the product's promotional website.

EDUCATION

MSc Interactive Digital Media, Trinity College Dublin
Dublin, Ireland | 2025 – 2026 | 78%

BFA (Hons) Visual Communication, Alexandria University
Alexandria, Egypt | 2011 – 2016

COURSES

Unreal Engine 4 and C++ Developer, Udemy (2018); Introduction to Game Development and Game Development on Modern Platforms, Michigan State University (2018); UX Designer from Scratch, Interaction Design Foundation (2020)

LANGUAGES

English (C1), Arabic (Native), German (B2), Italian (A2)