

Snow Child

Interdisciplinary Artist

London, UK
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Birthing new worlds through fashion, photography, film, graphic design & post-production.

Experience

Creative & Marketing Lead @ POPAZiNi

2025 - 2026

Led the development of photo & video, multi-platform content across TikTok, Instagram & YouTube, spanning concept development, graphic design, video editing & publishing.

- 10K+ followers & 20M+ in engagement, within 3 months; average 12% like-to-view engagement rate.

Creative Intern @ Amazon Prime Video

May - Nov 2025

Developed & presented a multidisciplinary Doja Cat campaign to Amazon Prime Video executives, spanning gamified album-release strategy, original merchandise & album trailer.

- Led graphic design, scripting, editing, sound design & post-production end-to-end.

Director of Photography & Post-Production @ Central Saint Martins

May - Jun 2025

Jimmy Dublin - Turned a documentary-style interview into a cinematic, immersive time capsule via a short film; shooting majority of the footage & handling editing, colour grading & sound design.

Freelance

2022 - present

Working across multiple mediums for independent creative projects & clients.

- P&B Goslings, fashion editorial (CD, Photography & Post-Production)
- God's Country, fashion editorial & design project (CD, Fashion Designer, Photography & Post Production)
- The Last Election, digital & printed zine (CD & Graphic Designer)
- EEEDIAT GYAL, album cover art & visualiser (Art Director, Graphic Designer & Animator)
- LAYERS OF THE SELF, fashion film (Director of Photography, Director & Post Production)

Skills

Adobe Photoshop

Adobe Lightroom

Adobe Premiere Pro

Adobe Indesign

Adobe Bridge

Google Workspace

Microsoft Office

Video Editing

Retouching

Colour Grading

Cinematography

Fashion Photography

Graphic Design

Education

BA in Fashion Design: Womenswear

Central Saint Martins

2024 - present

Awarded British Fashion Council Scholarship

Languages

English (Native)

Arabic (Fluent)