

Ibrahim Al Kharusi

PRODUCT & MOTION DESIGNER | CREATIVE DIRECTOR

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PROFILE

Product and Motion Designer with 5+ years shaping digital products, motion systems, campaigns, and brand experiences across enterprise, travel, and independent studio environments. Combines product thinking, interaction design, visual systems, animation, and AI-assisted production. Led a travel brand to 120,000+ followers and delivered 50+ campaigns while building reusable interface patterns and creative workflows.

EXPERIENCE

Founder & Creative Director | [KATENZA](#)

Mar 2025 - Present

Independent creative studio | Santa Clara, CA

- Launched a cinematic studio for product, property, and brand campaigns; defined the positioning, visual identity, website, and production system.
- Directed VÉRAI and Pacific View Malibu concepts across art direction, generative image development, motion, editing, and responsive case-study presentation.

Product & Motion Designer | [Independent](#)

Jan 2024 - Present

Remote | Product, motion, brand, and creative technology

- Create product interfaces, prototypes, motion systems, Lottie assets, and branded video for digital experiences and campaigns.
- Use Figma, Adobe Creative Cloud, DaVinci Resolve, and generative tools from concept and storyboard through production-ready design and motion deliverables.

UX & UI Designer | [EY - Ernst & Young](#)

Mar 2022 - Mar 2024

Remote | Enterprise accounting and HR platform redesign

- Contributed to an enterprise platform redesign, improving information architecture, workflow clarity, and interface consistency across accounting and HR use cases.
- Built reusable Figma components for forms, tables, navigation, and controls; partnered with engineering and accessibility stakeholders through handoff.

Founder & Creative Director | [Travel Council](#)

May 2019 - Aug 2024

Oman and Gulf Region | International travel brand

- Led identity, motion, video, social content, and paid media, growing the brand's Meta audience to 120,000+ followers across Gulf markets.
- Produced 50+ motion campaigns and branded videos; established a cohesive visual and animation system across web, social, email, and advertising.
- Directed scripting, storytelling, editing, post-production, and campaign adaptation for Oman, and Worldwide

SELECTED PRODUCT WORK

[KIVO - Product Launch Motion System](#) | *Independent concept, 2026*

Designed an end-to-end collaborative workspace concept that transforms conversation into owned action, including product strategy, four responsive interface screens, a motion narrative, and launch storyboard.

CAPABILITIES

Product Design: UX strategy, user flows, interaction design, prototyping, responsive UI, design systems, accessibility, developer handoff

Motion & Visual: After Effects, Premiere Pro, DaVinci Resolve, Cinema 4D, Lottie, visual storytelling, art direction, brand systems

Creative Technology: Figma, Photoshop, Illustrator, AI-assisted ideation and production, generative image and video workflows

Languages: English and Arabic

EDUCATION & CREDENTIALS

Business Management Studies - Sultan Qaboos University, Oman

Professional development: Google UX Design | Meta Marketing and UX/UI Principles | Microsoft UI/UX Fundamentals | MITx LaunchX Entrepreneurship