



PORTFOLIO

" I believe designing is a field with a lot of capabilities in all aspects and I get the chance to experiment with something new every day. "

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01



ADAM AHSAN

The Motion Guru

AKA DAPILOSITY X

UNVEILING THE MYSTERIES OF THE Motion Guru

I'm a devoted creative soul with a deep love for art, music, and design. I've been kickin' design's @\$@ for over 9 years crafting visually compelling content across creative and advertising agencies, and as a freelancer. I specialize in bringing ideas to life through motion graphics, video editing, and audio post-production' building work that is precise, intentional, and built to perform across digital and broadcast platforms.

In my adventures, I've developed a distinctive visual style rooted in a multidisciplinary approach moving fluidly between motion graphics, sound design, and digital design to deliver cohesive, end-to-end creative solutions. I don't just execute; I think in frames, sound, and narrative, ensuring every project is as strategically considered as it is visually striking.

Proficient across the full Adobe Creative Suite: including After Effects, Premiere Pro, Audition, Illustrator, and Figma. I work at the intersection of technology and artistry, leveraging tools including AI-assisted design to push the boundaries of what's possible and deliver work that is always ahead of the curve.



ADAM AHSAN



DAPILOSITY X



DAPILOSITY X



Still
Adam
but cooler

Adobe Firefly

Adventures

CREATIVES GARAGE

Sept 2017 - Dec 2021

Lead Motion Graphics Designer

My creative career began at Creatives Garage, one of Nairobi's most influential multidisciplinary arts organization and a cornerstone of Kenya's creative community. Over five years, I grew from Post-Production Editor to Lead Motion Graphics Artist, A progression that laid the technical and creative foundation for everything that followed. In my first two years as **Post-Production Editor**, I honed my craft in video and audio editing, developing a precise, detail-driven approach to storytelling in post. As I stepped into the Lead Motion Graphics Artist role over the following three years, I expanded my creative scope, directing motion graphics output, setting the visual tone for projects, and mentoring the creative process within a collaborative, boundary-pushing environment. Creatives Garage's ethos of championing African talent and building ecosystems that give creatives access to markets shaped not just my technical skillset, but my creative philosophy, one that has carried through every role and every frame since.

The brands I worked on include;

Facebook, The Junction Mall, British Council, Embassy Of Sweden, Google

DIGITRIBE - EABL X OGILVY

Jan 2022 - FEB 2025

Multimedia Creative Designer

As Multimedia Creative Designer at Digitribe, I spent three years embedded within the creative team servicing East African Breweries Limited, building the foundation of my professional craft across one of East Africa's most prestigious brand portfolios. Working across EABL and parent company Diageo's premium stable, including Tusker, Tanqueray, Johnnie Walker, Smirnoff, and Baileys. I delivered motion graphics, video editing, sound design, and static graphic design across the full content pipeline.

During this time I contributed to some of the region's most notable brand activations and launches, including the Tanqueray Secret Garden launch, the Diageo Africa Digital Hub, Tusker Oktoberfest, and the ke.thebar.com platform launch. Working in close collaboration with EABL's internal marketing and creative teams, I developed a sharp commercial instinct for translating brand strategy into visually compelling, platform-ready content. From social-first campaigns and digitaladvertising to above-the-line media and experiential brand activations. This period laid the groundwork for the senior creative roles that followed, shaping both my distinctive visual style and my understanding of what it takes to produce work at a premium brand level.

The brands I worked on include;

Tusker Malt / Lite / Cider / Draught, Tanqueray, Kenya Cane & The Bar.com

THE PARTNERSHIP AFRICA

Feb 2025 - July 2025

Senior Art Director

As Senior Art Director at The Partnership Africa, part of the global Publicis Group network, I led the creative direction of motion-led campaigns and brand activations that moved audiences and delivered measurable commercial impact. During my tenure, I directed visual narratives for high-profile campaigns including Tusker Ndimu's Taste the Twist, Airtel's Smarta with Data, and GA Insurance's Easter campaign, the latter going on to win an Marketing Society of Kenya Award, recognizing the creative and strategic excellence of the work delivered. Overseeing the full creative pipeline from concept development through to final delivery, I led across-functional creative teams with clarity and purpose, consistently producing high-quality output across above-the-line campaigns, digital platforms, and immersive brand activations, upholding the standard of excellence expected across the wider Publicis Group portfolio

The brands I worked on include;

Airtel Africa, EABL, KCB, I&M Bank, Treatos, GA Insurance, Isuzu & GEM Forest

Adventures

REMOTE & CONSULTANCY

INDEPENDENT CREATIVE

Since 2016

The Motion Guru*

With over 8 years of freelance practice running alongside agency work, I have built a diverse and resilient creative portfolio spanning video editing, motion graphics, and graphic design. Working independently with a range of clients, from small businesses to mid-sized brands. I have delivered end-to-end creative solutions across digital platforms, social media campaigns, and above-the-line media. Beyond execution, I have played an active role in shaping brand identities from the ground up, helping businesses find and own a distinct visual voice that cuts through in competitive markets. My freelance work has sharpened my ability to move fast, think independently, and deliver high-quality output with minimal oversight, an instinct that feeds directly into every team environment I work within.

The most notable brands I worked on include;

**Betika.com, UNESCO & JKUAT Tech Expo, DTB Bank
Muthoni Gathecha, Nyakundi Isaboke, Ayrosh, Big Pin**

EPR GLOBAL (US)

Jan 2023 - Jan 2025

Art Director

As Creative Consultant and Art Director for EPR Global, I bring visual leadership and strategic creative direction to an organization with a powerful global mission, equipping women of African descent to lead with purpose, vision, and institutional impact.

Working closely with the EPR Global team, I develop a deep understanding of the organization's programmes and initiatives, from the Spiritual Intelligence Agency and The Leadership Institute to the Women's Professional Network and Global Mentoring Program and translate that into media content that communicates their work with clarity, boldness, and creative intentionality. In my Art Director capacity, I shape the visual identity and storytelling behind EPR Global's key touchpoints, including flagship events such as the Emergence Conference and Leadership Summit. Operating across a network spanning 8+ countries, with over 500 women trained and 50+ leadership initiatives launched, I ensure that every visual and media asset produced is not just aesthetically compelling but purposeful, platform-ready, and aligned with EPR Global's mission to build the women who will build institutions.

DENTSU CREATIVE (KE)

Oct 2025 - May 2026

Motion Graphics Director

As Motion Graphics Director at Dentsu Creative, I drove the creative execution of motion graphics and video post-production across major regional campaigns over a high-impact 10-month tenure, working with some of East Africa's most recognized brands. My contributions extended beyond delivery. I played a decisive role in a couple successful client pitches, including PesaLink, directly contributing to new business wins for the agency.

On the production side, I directed creative execution for a roster of high-profile campaigns: Tusker's Base to Billboards — a campaign that significantly elevated brand salience, KCB Bank's Revvisha campaign in partnership with the World Rally Championship, NCBA Bank's International Women's Day campaign and the Spiro EV launch and regional brand activations featuring Davido across East Africa. Each project demanded a sharp balance of creative ambition and strategic precision, and I delivered.

The brands I worked on include;

**Standard Chartered, Rubis, Smirnoff, Sofi, KCB, NCBA,
Smart Apps, Tusker, DTB, Spiro & M-Kopa**

CLICK HERE for an in-depth view of my adventures on LinkedIn

Conquest badges

AWARD-WINNING MOTION GURU

- Audio Craft Gold — The Pitcher Awards, Nigeria | Pan-African Award for Audio Spots | ke.thebar.com digital campaign, the only Gold winner in the category at the event's debut regional edition
- Marketing Society of Kenya Brand Communication Campaign of the year Silver — GA Insurance Easter Campaign | Recognized for creative and strategic excellence in advertising | The Partnership Africa, Publicis Group

REVOLUTIONIZING THE USER EXPERIENCE FRONTIER

Led UX and digital communications for ke.thebar.com — a direct-to-consumer digital marketplace, collaborating with developers to redesign the site's navigation based on SEO and community manager feedback, improving ease of ordering and increasing site traffic. Developed all media assets for the platform's user interface and digital communications, maintaining a balance of playful and premium brand aesthetics. Additionally led a full mobile redesign for Kalabars.com, working closely with developers to deliver a mobile-optimised interface that resulted in a measurable increase in content views and platform traffic.

CREATIVE DIRECTION & INNOVATION

- Tusker Malt Polo — Developed a groundbreaking visual identity for Tusker Malt's partnership with the Nairobi Polo Club, redefining the brand's visual narrative to champion Kenyan sports while maintaining its premium positioning.
- Sondeka Awards — Led creative direction for Creatives Garage's annual awards celebrating emerging Kenyan talent, producing digital assets and visual theming that significantly increased event awareness and drove a surge in project submissions.

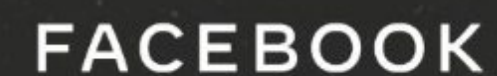
OPTIMIZATION & PERFORMANCE

Adopted AI tool CREATIVE X to optimise social media ad creative — reducing the cost per 1,000 impressions (CPM) by 50% through platform-specific content specifications, consistent branding, and copy optimisation. This directly improved the quality and efficiency of promoted asset spend across platforms.

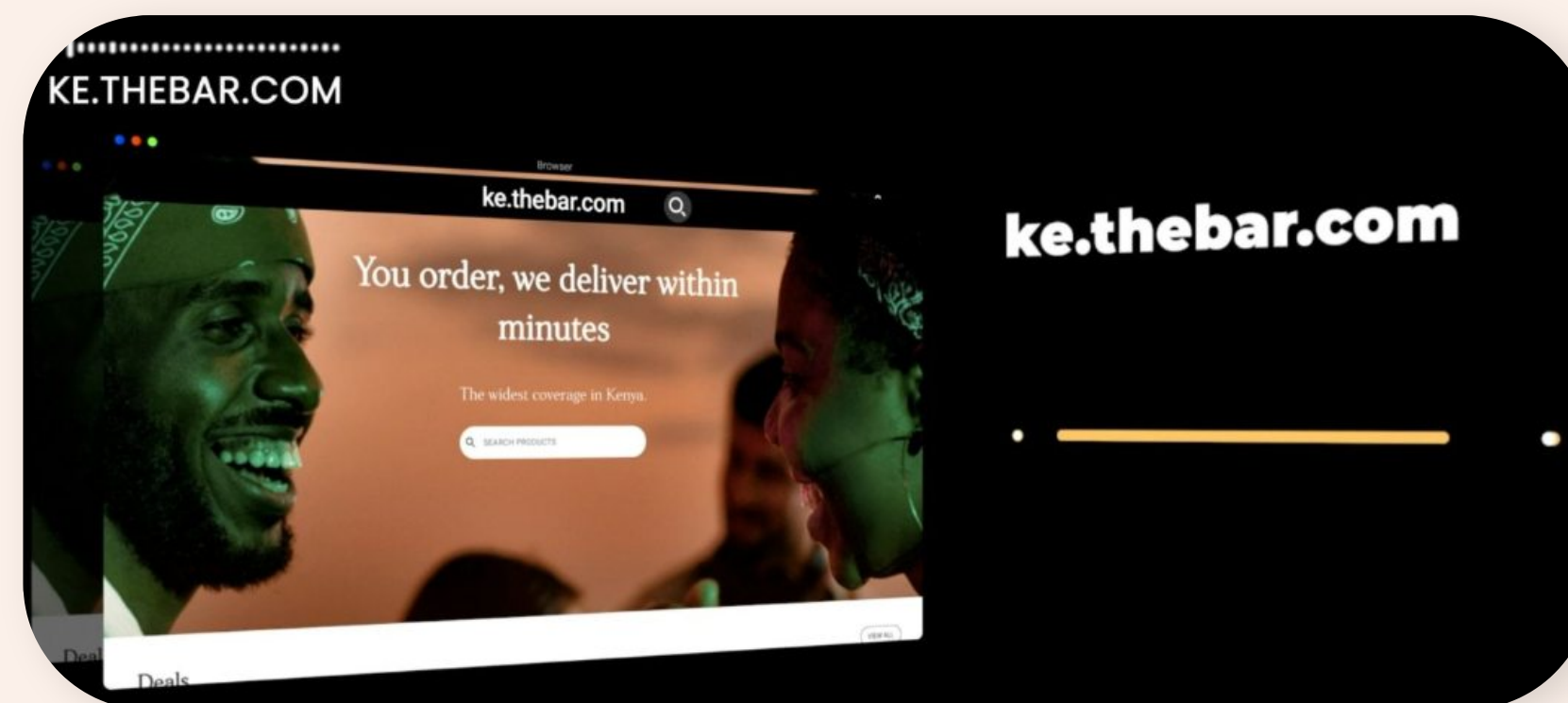
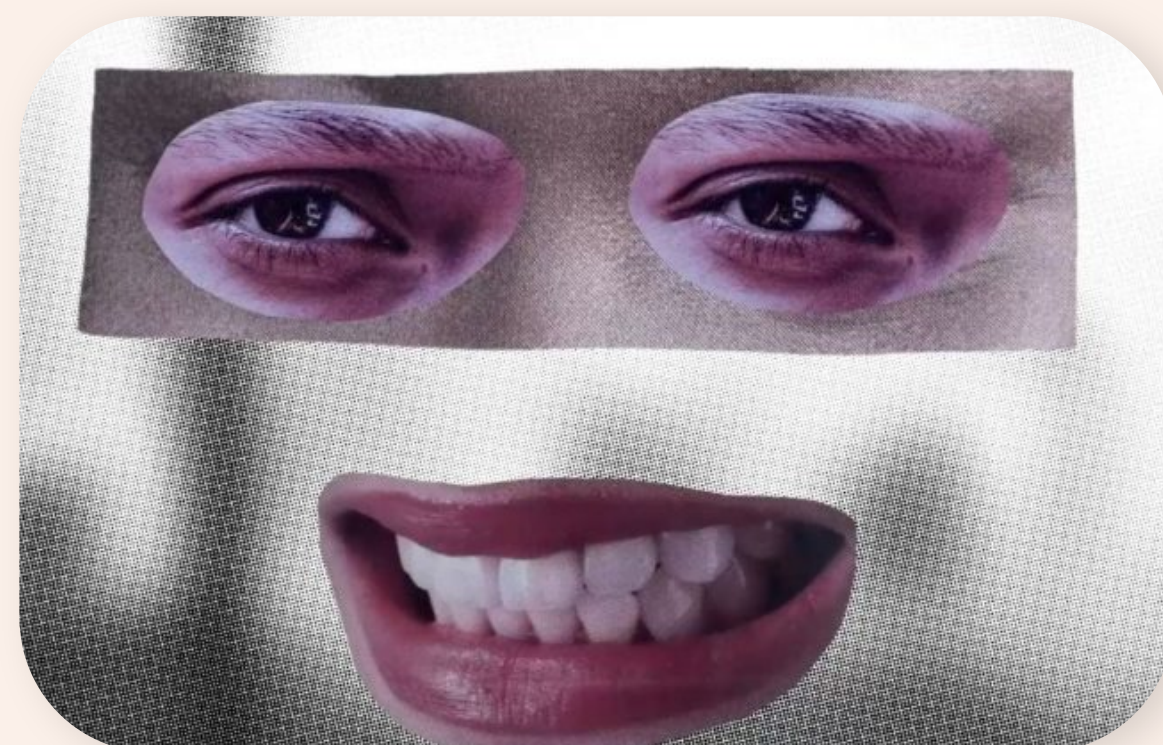
Showcase fiesta

ART DIRECTION, ADVERTISING,
CONCEPT DEVELOPMENT, BRANDING

Brands I have worked with:



Click any logo for a preview of awesomeness



PROJECT: THE BAR ANIMATED AUDIO AD

2024
ART DIRECTION
MOTION GRAPHICS

OBJECTIVES:

Breathe life into the recorded audio ad by crafting a captivating animation for the awareness campaign for our digital platforms

LINKS

CLICK HERE 
CLICK HERE 



PROJECT:
TREATOS
CROOKIE CAMPAIGN
2025
ART DIRECTION

OBJECTIVES:
Concept Dev. & animated posters,
crafted for optimal impact across
social platforms

LINK
CLICK HERE 
CLICK HERE 



Tanqueray
SECRET GARDEN AFFAIR
SATURDAY | THE WINNING POST
4TH JUNE FROM 2PM | NGONG RACE COURSE

PERFORMANCE BY CHIMANO
MUSIC BY: DJ DREAM & DJ CNG | DJ ITE

ENTRY: BUY A BOTTLE OF TANQUERAY ROYALE
OR RANGPUR AND GET 2 TICKETS

DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS.
EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS

eabl UBV

Tanqueray
**SAVOUR THE
UNMISTAKABLE
FLAVOURS**

SECRET GARDEN AFFAIR
AT THE WINNING POST
ON 4TH JUNE 2022
FROM 2PM ONWARDS

DRESS CODE:
FLORAL FANTASY OR
EMERALD ELEGANZA

DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS.
EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH.
NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS

eabl UBV

PROJECT:

**SECRET
GARDEN**

**2022
ART DIRECTION
MOTION GRAPHICS**

OBJECTIVES:

Create compelling visuals
for the Tanqueray flavors
launch campaign

LINK

CLICK HERE 



Award-winning Work 

PROJECT:

**GA INSURANCE
EASTER CAMPAIGN**

**2025
MOTION GRAPHICS**

OBJECTIVES:

Collaborated on the design process
and Launch Comms.
Animated the designs for a more
immersive and engaging experience

LINK

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CLICK HERE 





PROJECT:

**CHILLOUT
THURSDAYS**

**2021
ART DIRECTION**

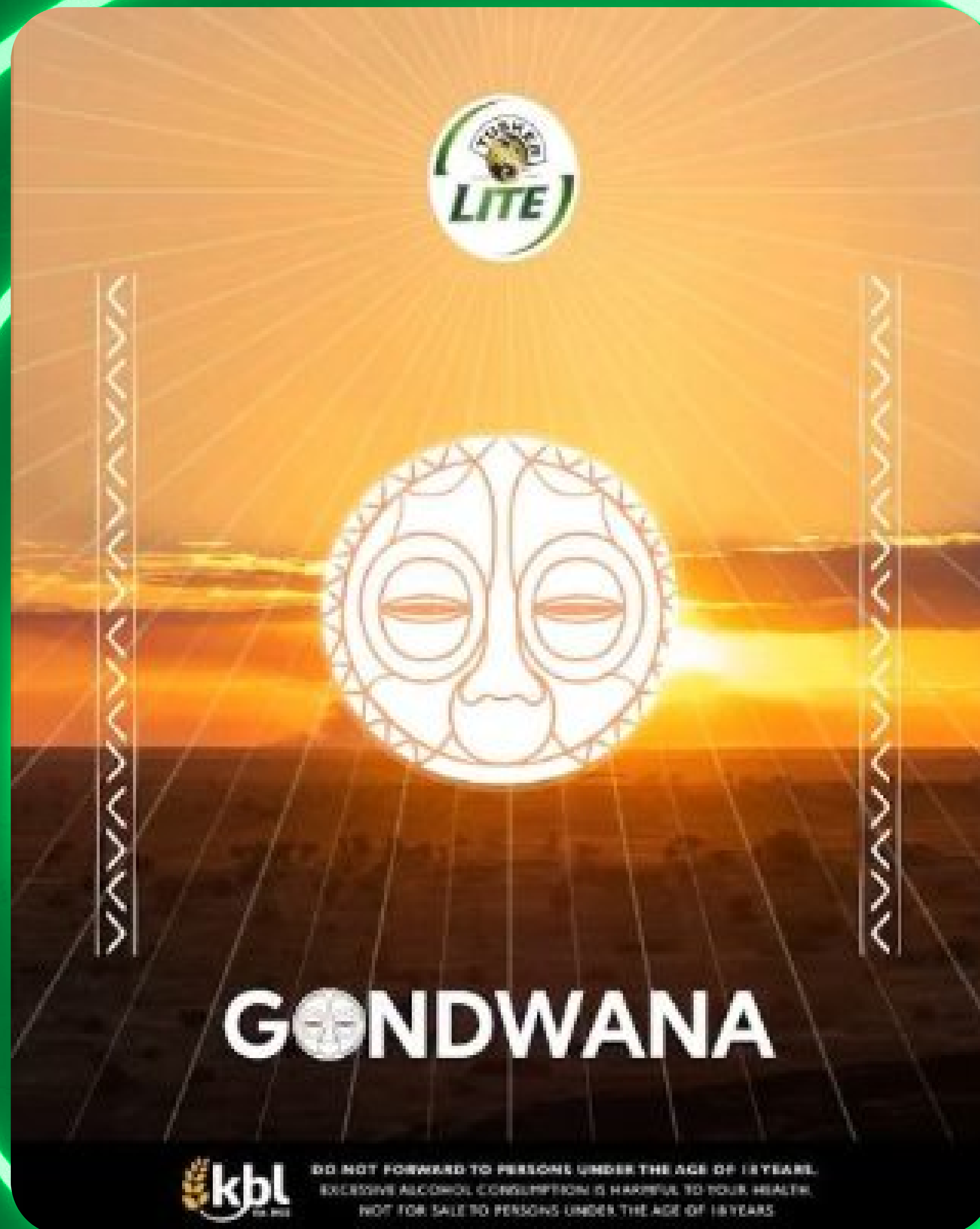
OBJECTIVES:

Design & animate engaging
event posters for social
media platforms

LINK

CLICK HERE 





PROJECT:

GONDWANA X TUSKER LITE

2023-2024
ART DIRECTION
MOTION GRAPHICS

OBJECTIVES:

Crafted dynamic animated posters for the collaborative event

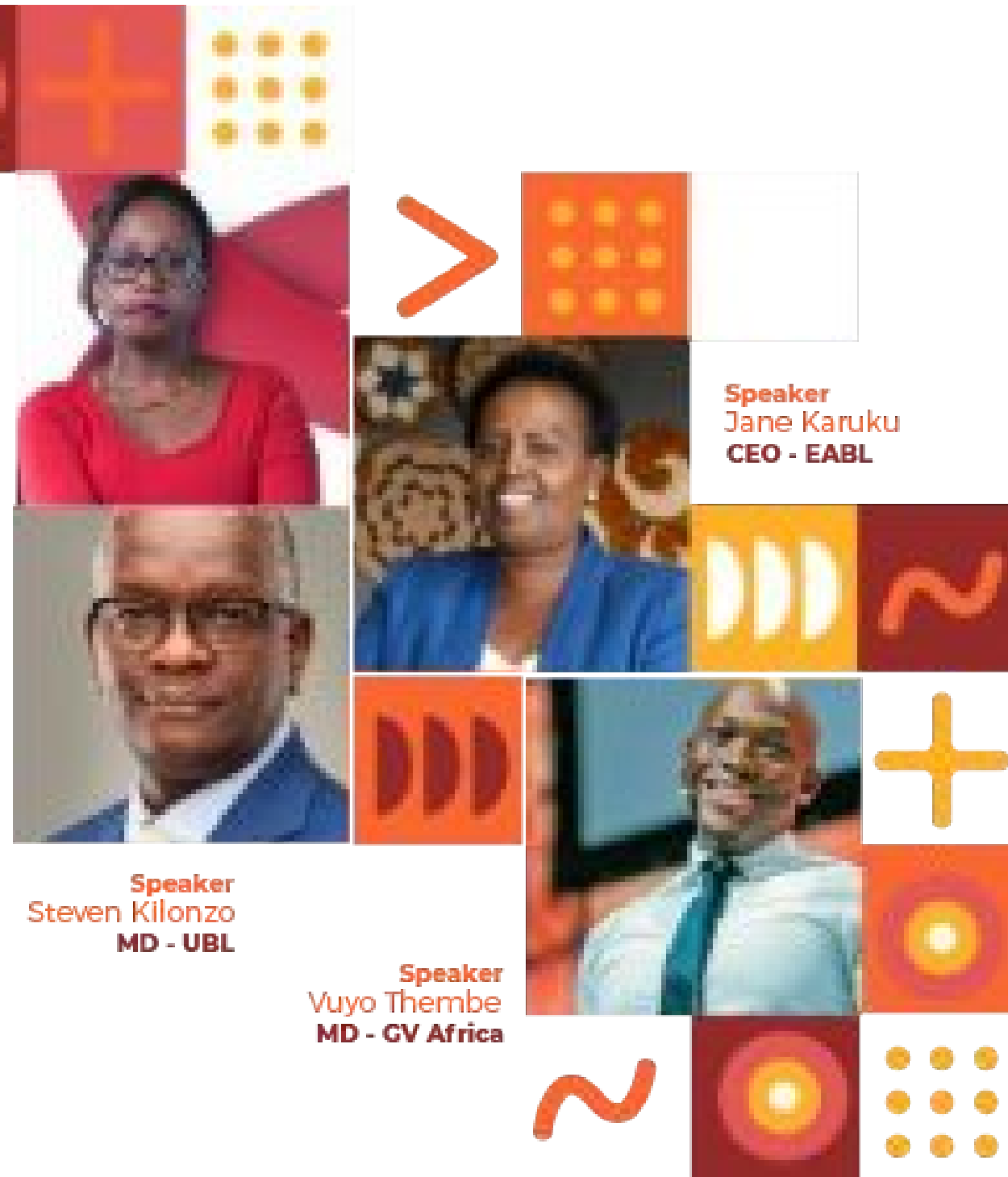
LINKS

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CLICK HERE 



Host
Waithera Kabiru
ADH - Lead



Speaker
Jane Karuku
CEO - EABL

Speaker
Steven Kilonzo
MD - UBL

Speaker
Vuyo Thembe
MD - GV Africa

Shaping the Next generation Of Celebration

Launch
Webinar | 4pm-5.30pm
11th May 2023



RSVP waithera.kabiru@diageo.com



PROJECT:
**AFRICA DIGITAL
HUB**
2023
MOTION GRAPHICS

OBJECTIVES:
Collaborated on the branding
design process & Launch Comms.
Animated and sound design for the
identity.

LINK
CLICK HERE 

DIAGEO

PROJECT:

BASE TO BILLBOARDS

2026

SOUND DESIGN

ART DIRECTION

MOTION GRAPHICS

LINK

CLICK HERE 

BASE TO
BILL-BOARDZ

BASE



FOLKLORE

PROJECT:

The Footprint Podcast

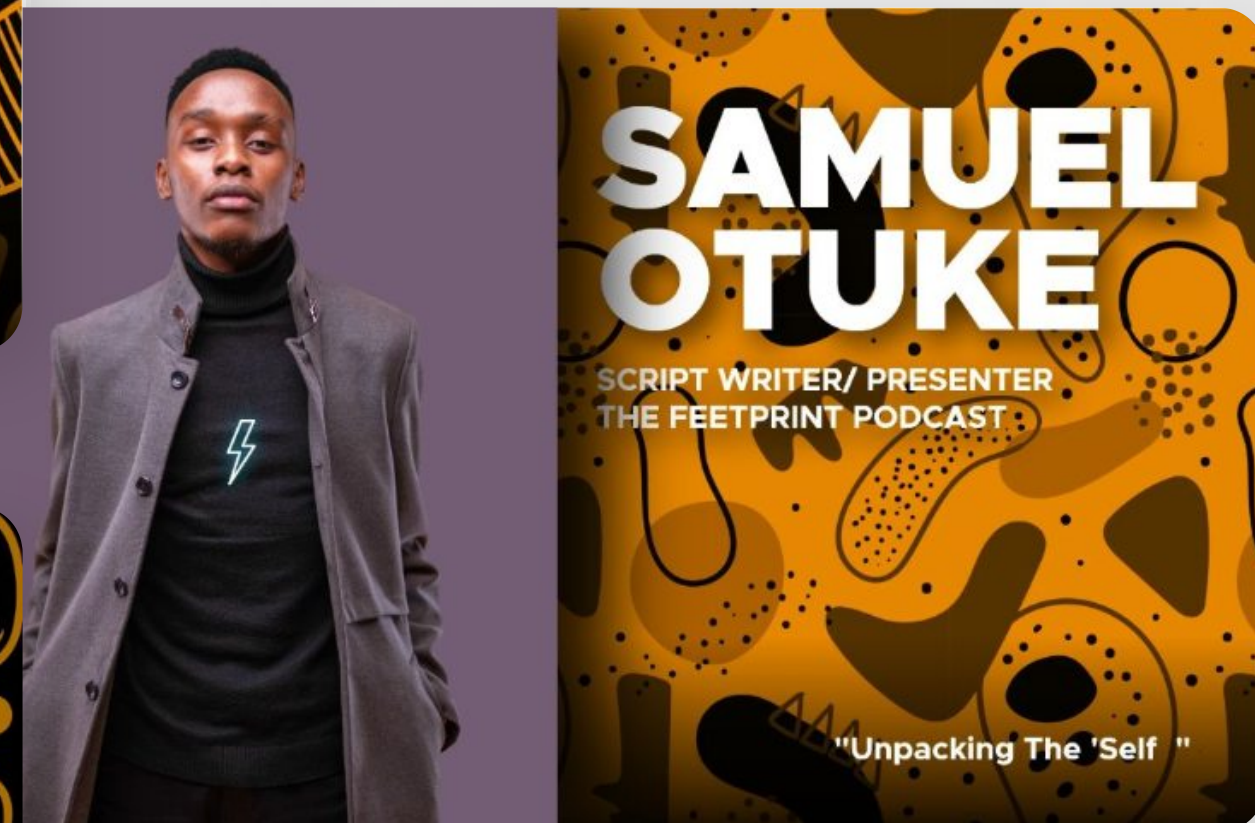
2020
BRANDING
ART DIRECTION
MOTION GRAPHICS

OBJECTIVES:

Design an identity for the podcast,
Animate visualizers for the episodes
and design profiles for the hosts
and social Ads

LINK

CLICK HERE 





PROJECT:

**EABL
SOCIAL
CONTENT**

**2022 - 2025
ART DIRECTION
MOTION GRAPHICS**

OBJECTIVES:

Produced animated posters with a touch of flair, strategically crafted for optimal impact across social platforms

LINK

CLICK HERE 

— SINCE 1922 —
eabl 
CELEBRATING LIFE



JANJARUKA

PROJECT:

JANJARUKA APP

2020
ART DIRECTION
USER INTERFACE
MOTION GRAPHICS

OBJECTIVES:

Design an app logo & graphic user interface elements and screens.

Prototype the designed activities to illustrate navigation

Prepare a promo video for social media

LINK

CLICK HERE 

FACEBOOK

PROJECT:

**REAL
PEOPLE**
REAL STORIES

2020
MOTION GRAPHICS

OBJECTIVES:

Animate Illustrations into a video that will be used both as an intro for the edited videos and as the main campaign promo

LINKS

[CLICK HERE](#) 

[CLICK HERE](#) 



PROJECT:

ANIMATED KIDS BOOKS

OBJECTIVES:

Animate the books Illustrations into an entertaining video for kids content



KWAME THE GIRAFFE

2021
SOUND DESIGN
MOTION GRAPHICS

Africalia
CREATIVITY IS LIFE

MAMA ONYIS FISH

2021
MOTION GRAPHICS



LINK
CLICK HERE

KALABARS APP



INDULGE IN
AFRICAN CONTENT



PROJECT:

Kalabars

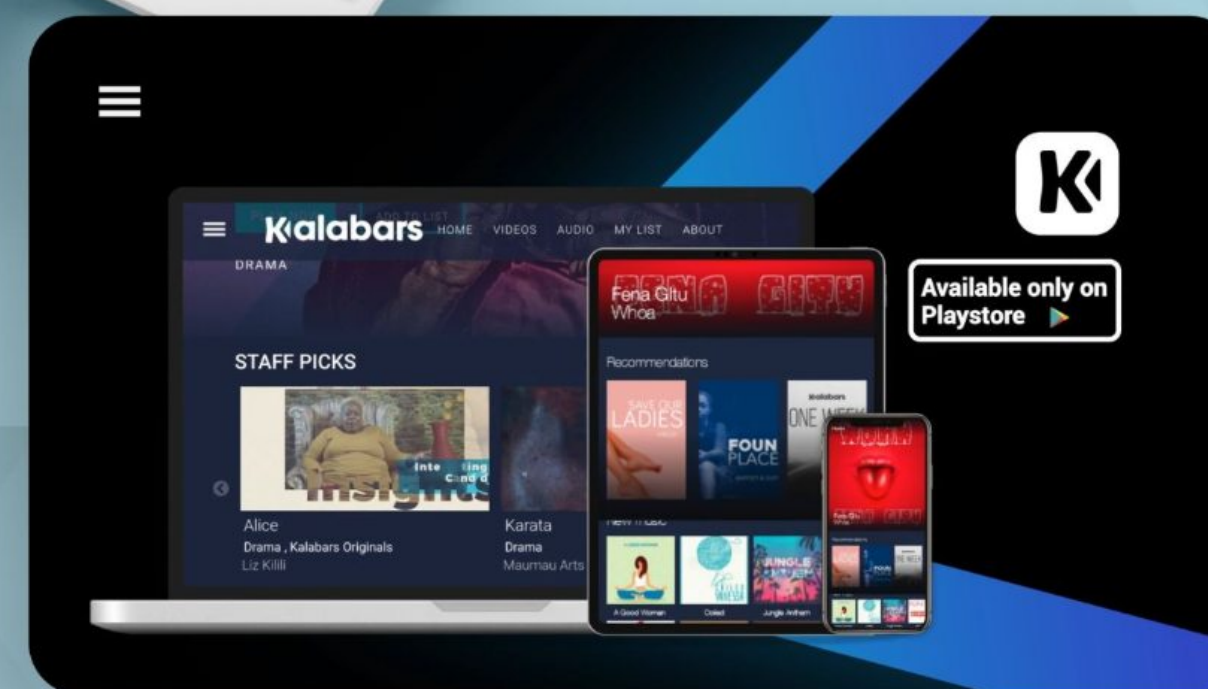
2019
USER INTERFACE DESIGN
MOTION GRAPHICS

OBJECTIVES:

Design & prototype the graphic user interface activities and make a promo for the designed app

LINK

CLICK HERE 





PROJECT:

BOLD ONE OUT
by Tunu Afrika

2021
BRANDING
ART DIRECTION
VIDEO EDITING
MOTION GRAPHICS

OBJECTIVES:

Design a unique & custom imagery
for the awareness campaign

Edit the shot footage into a series
of videos, design motion graphics
and consolidate sound & color editing

LINK

CLICK HERE 





KIKI

PROJECT:

RASS B - KIKI

2020
ART DIRECTION
MOTION GRAPHICS

OBJECTIVES:

Album art design
& Audio reactive
music video

LINKS

CLICK HERE 

CLICK HERE 



THE JKUAT
TECH EXPO
CHANGING LIVES THROUGH INNOVATION

PROJECT:

TECH EXPO 9,10 & 11

2019 - 2021

VIDEO EDITOR

MOTION GRAPHICS

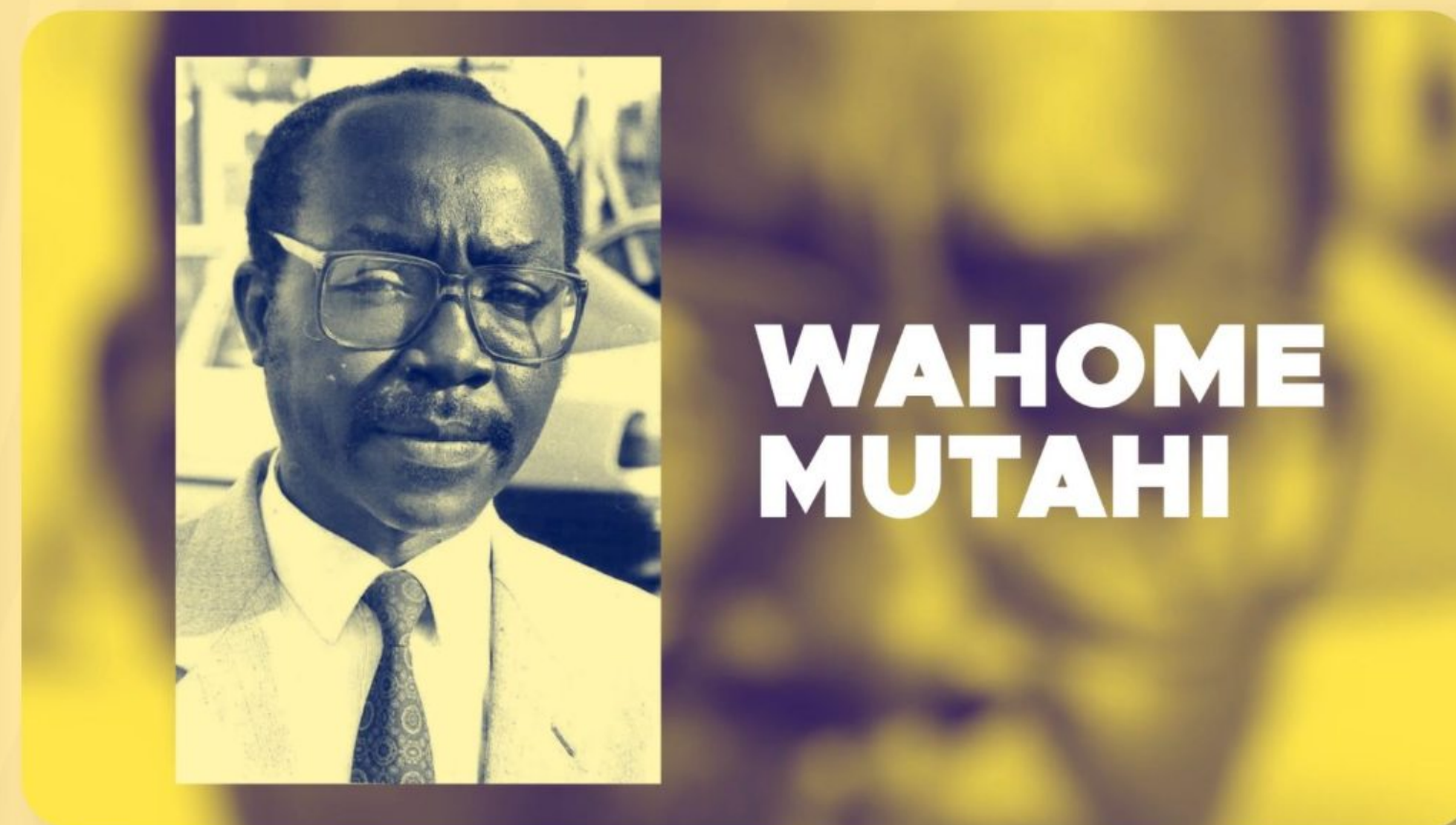
OBJECTIVES:

Design montages/trailers for the up-coming event for social media.

Oversee all the content creation i.e. Video editing, incorporating graphics and sound design for the footage shot throughout the event

LINK

CLICK HERE 



**SONDEKA
AWARDS**

PROJECT:

**SONDEKA
AWARDS**

**2019 - 2023
MOTION GRAPHICS**

OBJECTIVES:

Direction on all motion graphics videos including: Montages, Social Ads, intros, Promos & Website media

LINK

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CLICK HERE 



PROJECT:

**JUNE BY
BLUE'DRICK**

**2021
ART DIRECTION
MOTION GRAPHICS**

OBJECTIVES:

Album art design &
Audio reactive music video

LINK

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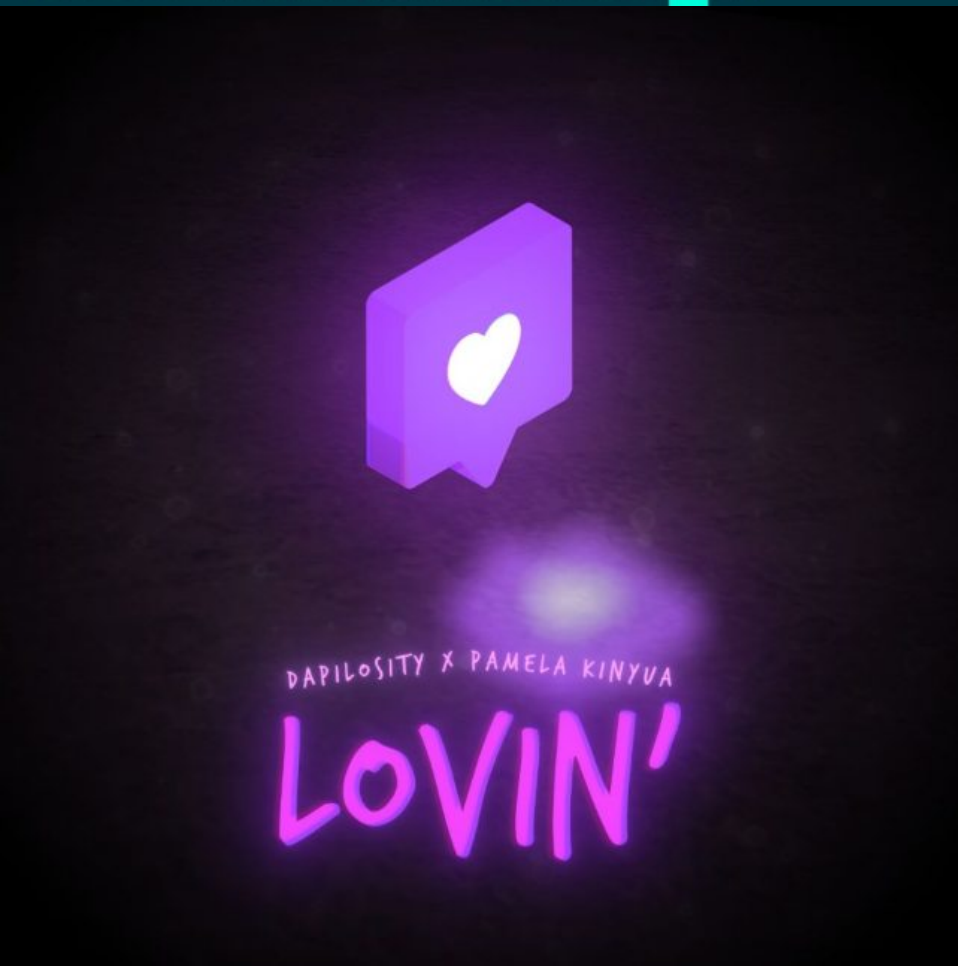
POSTER-FOLIO

2018 - 2026

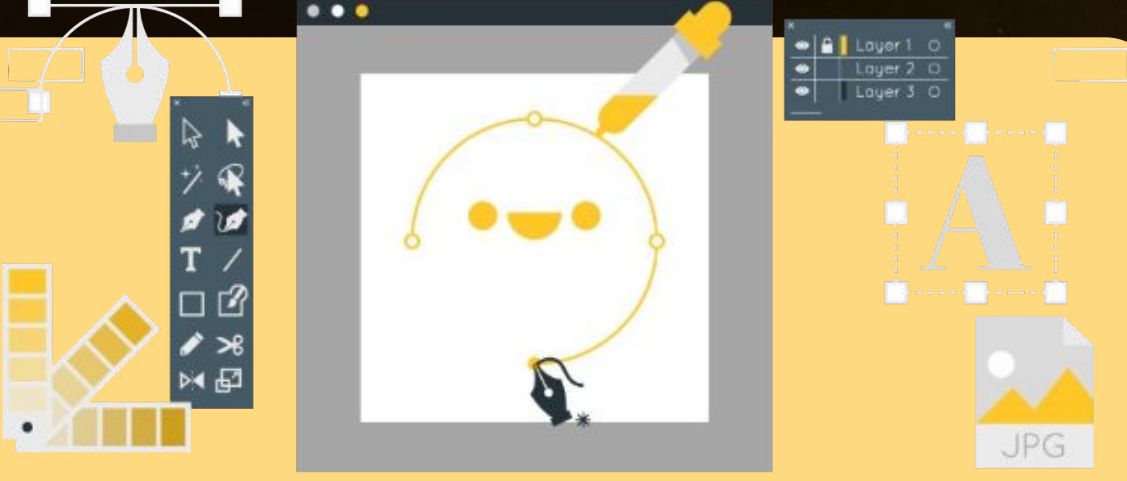
Some of my favorite
graphic design work
both personal and
commissioned projects



- Royalty Album art by eKbeats
- Untapped Potential - Logo Concept
- Footprint Podcast - Logo design
- Dapilosity X - Self branding
- Art at The Junction - Event poster
- Dapilos Nyss Drip - Beat Cover
- KB Customs Canada Logo design
- Buzz&Bars - Mix series by Dante the DJ
- Pamela Kinywa X Dapilosity - Album
- Something Queer - Podcast Identity
- Osoro - Mental health activist poster
- Laban Cliff - Personal Branding



FULL PORTFOLIO



**GRAPHIC
DESIGN**

[CLICK HERE](#)



**INTERFACE
DESIGN**

[CLICK HERE](#)



**MOTION
GRAPHICS**

[CLICK HERE](#)



**VIDEO
EDITING**

[CLICK HERE](#)

**INSTAGRAM
SHOWCASE**

A collection of awesome experimental work I've done over the years

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**SHOW
REEL**

[CLICK HERE](#)

**BEHANCE
PROJECTS**

[CLICK HERE](#)



Goodbye