

# Salar Khosrojerdi

Senior Motion Designer & Audio Branding Specialist  
Expert in AI-Driven Creative Workflows

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## CAREER HIGHLIGHTS

Global Reach: Visual & sonic branding delivered for international audiences of 20M+ viewers.

Innovation: Pioneer in integrating Generative AI (Runway/Suno) into professional broadcast pipelines.

Leadership: Successfully founded and led a multidisciplinary creative studio (Uncut Medium LTD).

Specialization: Developed bespoke audio identities for major international sports & news bulletins.

## PROFESSIONAL SUMMARY

Creative Lead with over 12 years of expertise in delivering high-end visual and sonic identities for global broadcast networks. Specialist in bridging traditional 3D Motion Design (Cinema 4D) with Generative AI (Runway, Midjourney) to accelerate production pipelines and reduce costs. Proven track record in creating cohesive brand experiences—from award-winning motion graphics to bespoke sonic branding—for audiences of millions.

## CORE EXPERTISE

Motion Design: Broadcast Openers, 3D Typography, Virtual Sets (Cinema 4D), Visual Effects.

Audio Branding: Original Music Composition, Sonic Logos, Sound Design for News & Sports.

AI Integration: Workflow Automation, AI-assisted Storyboarding, Neural Video Generation.

Creative Direction: End-to-end Brand Identity, Team Leadership, Technical Strategy.

## PROFESSIONAL EXPERIENCE

Volant Media (Iran International / Afghanistan International) | London  
Senior Creative Designer & Music Supervisor Jan 2018 – Present (April 2026)

Leading the creative development of visual identity systems for international news and sports programming.

Developed a unified sonic branding package for all sports bulletins, increasing brand recognition across multiple platforms.

Optimized production workflows by integrating Generative AI tools, reducing turnaround time for complex on-air promos by 40%.

Collaborating with editorial and technical leads to ensure high-pressure, 24/7 broadcast graphics stability.

UNCUT MEDIUM LTD | London  
Creative Director & Founder

Oct 2016 – Dec 2024

Directed the full creative cycle: from initial prompt-based AI ideation to final 3D rendering and audio mixing for corporate and media clients.

Managed a boutique studio delivering high-end motion and audio content with a 100% client retention rate.

Iran International (DMA Media) | London  
TV Program Producer & Motion Lead

June 2016 – Oct 2018

Produced and directed the 'Headphone' documentary series, focusing on high-quality post-production and storytelling.

Managed all phases of production, including concept development, filming, and advanced sound-track synchronization.

GEM TV | London  
Motion Graphic Designer

March 2014 – May 2016

Redesigned the channel's on-air identity, including logo animations and virtual set environments.

Freelance | London  
Motion Designer & Audio Engineer |

Jan 2012 – Feb 2014

Delivered motion graphics and sound design for various broadcast and advertising clients across the UK.

## TECHNICAL TOOLKIT

Design & Motion: Adobe After Effects, Premiere Pro, Photoshop, Illustrator.

3D & VFX: Cinema 4D (Octane/Redshift), X-Particles.

AI Tools: Runway Gen-3, Adobe Firefly, Midjourney, Suno AI, Advanced Prompt Engineering.

Audio & Music: Logic Pro, Ableton Live, Sonic Branding, Professional Mixing & Mastering.

## EDUCATION

BA (Hons) Motion Graphics | Ravensbourne University, London

Access to Media | South Thames College, London

Diplomas in Music Theory & Composition | Tehran Conservatory, Iran