

SATI HAMOD ALSHARARI

GENERATIVE AI & DIGITAL PRODUCT LEADERSHIP

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Portfolio
saticv.vercel.app

CAREER OBJECTIVE

A generative-AI and digital product leader with over eight years of experience turning emerging technology into products and platforms that work and make a measurable difference to services and operations. I founded and lead an AI production studio, build internal AI-powered platforms end-to-end from architecture and interface through to deployment and operation, and direct technology partnerships with global AI providers. I combine hands-on build capability in agentic coding and modern web stacks with creative and production leadership across immersive and motion content. Seeking a full-time leadership role applying this experience to build high-impact AI products in Riyadh.

WORK EXPERIENCE

Immersive Experience Consultant & Designer

Digital Government Authority, Innovation Hub / Riyadh, Saudi Arabia

February 2025 – Ongoing

Lead the design and development of immersive experiences for government entities, managing the full production cycle including design, animation and scenario direction. Founded the generative-AI production studio initiative and led a technology partnership with a global provider to secure video and image generation capability, authoring the business case and executive proposal. Designed and built internal digital platforms for managing performance indicators and lab operations using AI tooling, from architecture and interface through to deployment and operation. Authored and delivered training workshops on building digital products with AI and the controls governing its use, and guide cross-functional teams to deliver projects aligned with Vision 2030 objectives.

Project Lead / Virtual Reality Specialist / Motion Graphic Designer

Saudi Aramco / Dhahran, Saudi Arabia

September 2021 – January 2025

Directed immersive virtual reality projects including the Formula 1 Simulator, from concept through to live public operation, and produced short films, animation and interactive XR content for corporate and public-facing campaigns. Led the animation team and lead artist and supervised creative teams to ensure high-quality project execution, and represented Aramco at major international events including Riyadh Season and the Future Investment Initiative (FII). Progressed during this period from Motion Graphic Designer to Virtual Reality Specialist and then Project Lead.

Motion Graphic Designer & 3D Animator

Freelance / Saudi Arabia

February 2018 – September 2021

Designed and produced motion graphics, 3D animation and brand video for clients across a range of sectors, managing projects from initial concept through to final delivery within agreed timelines and budgets.

EDUCATION

- Arab Open University, Riyadh, Saudi Arabia | B.A. in Marketing | May 2023 – August 2027 (expected).
- Northern Border University, Arar, Saudi Arabia | Associate Diploma in Computer Technology | December 2013 – April 2018.

PROJECTS

Enterprise Performance & Operations Platform, Government Sector

2025 – Ongoing

An internal platform unifying performance indicators, the service and work registry, tasks and partners into a single synchronised system, with a bilingual interface, role-based permissions and an AI assistant that reads platform data and ingests files so leadership can review and update figures. Owned the design, build and operation end-to-end.

Generative AI Production Studio Initiative

2026

Establishing a generative-AI visual production platform through a technology partnership with a global provider, built on a dual-track operating model combining a central production studio with self-service enablement for entities, within a clear governance framework and pre-publication approval.

Saudi Heritage Attire, AI Interactive Kiosk

2026

An interactive event kiosk placing the visitor inside authentic traditional dress from five Saudi regions using AI, with an optional animated video of the result and instant sharing. Engineered to run without reliance on an external network and without storing any visitor data.

Virtual Crime Scene & Fire Room Simulations, Security and Civil Defense Sectors

2025 – 2026

Virtual reality training environments built on Unreal Engine 5 for practising field examination procedures, evidence handling and fire-response scenarios, with automated performance assessment and standardised operating procedures.

National Occasion Films Produced with Generative AI

2025 – 2026

Produced celebratory visual content for national occasions entirely through generative AI platforms, combining several platforms into one consistent visual pipeline that cuts both production time and cost.

SKILLS

Generative AI	Video & image generation · Prompt & scene engineering · Production pipelines · Usage governance
Digital Product Build	Agentic coding · Next.js / React / TypeScript · Databases & permissions · Cloud deployment
Production & Leadership	Creative direction · Motion graphics & 3D animation · Adobe Creative Suite · Production management · Team leadership
Immersive & XR	Experience design & scenario · Unreal Engine 5 · Motion capture · TouchDesigner · Projection mapping