Mbeng Ngassa

Creative Director and Creative Technologist

Film, brand communication, software and interactive experiences

Based in Limbe, Cameroon | Available for remote freelance and contract work

Right to work in the United Kingdom and Cameroon

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PROFILE

Seasoned creative director, filmmaker and hands-on creative technologist with 20+ years across advertising, brand communication and production. Combines London agency experience and UK and US training with practical skills in AI-assisted filmmaking, motion design, 3D, CAD and software development. Builds films, digital tools and interactive experiences from concept through delivery.

CORE CAPABILITIES

Creative direction: Brand strategy, art direction, visual identity, packaging, team leadership and production.

Film and motion: Directing, cinematography, editing, motion graphics, VFX and AI-assisted visual development.

3D and CAD: Blender and Maya modelling and animation; CAD drafting and design; product visualisation and Unreal Engine cinematics.

Software and products: Application development, UI/UX, web interfaces, AI integration, prototyping and creative automation.

Interactive experiences: Camera-controlled games, body tracking and locally processed visual effects for event prototypes.

CURRENT PRACTICE

Independent Creative Practice / Silent N Studios

Limbe and remote | 2024 - Present

Direct original films and brand content, from visual research and storyboards to animation, editing, sound and delivery.

Create software and production tools, including Eshey Label Creator, and develop education, commerce and interactive applications.

Recent Upwork work includes AI video animation and short-video delivery with client-approved milestones in October 2026.

SELECTED SOFTWARE PROJECTS

Pass Pass: Built an education platform with curriculum-based lessons, quizzes, school workflows and offline-friendly learning.

Soko Soko: Created a local marketplace pilot for shops, food businesses and service professionals, with onboarding and review workflows.

Tchkap Live: Built a local interactive prototype combining webcam effects, body-controlled games and 3D graphics.

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PROFESSIONAL EXPERIENCE

Archaic | Creative Director and Director of Photography

Limbe, Cameroon | 2012 - 2024

Led teams delivering brand, film and digital work for Bril, Ozil, Heineken and other clients.

Directed advertising and film production; developed identity systems and coordinated freelance talent from concept through delivery.

InMobi | Creative Technologist

London, United Kingdom | 2011 - 2012

Conceptualised and delivered mobile advertising campaigns for Unilever, Ford and Kia.

Directed freelance animators and developers producing interactive HTML5 advertisements.

Mareep Production | Creative Lead, Film Department

Abidjan, Côte d'Ivoire | 2010 - 2011

Managed brand identity, online content, production training and freelance crews; created television programmes including Wally Est Amis.

Independent freelance | Creative Technologist

Los Angeles and London | 2003 - 2007

Led online marketing campaigns and coordinated specialist teams for Genex, Sensis, Albion, Rehab Studio, AKQA and JWT.

MRM London | Senior Multimedia Developer

London, United Kingdom | 2000 - 2003

Developed projects for Unilever, Microsoft, Intel and Reebok, including the Cannes Lion-winning Magnum 7 Sins campaign.

SELECTED FILM AND BRAND WORK

The Mbengs: Creator, director, AI filmmaker and cinematographer. Animated series set in a near-future Cameroon.

Children of the Ore: Director, producer, cinematographer and editor. Narrative pilot completed and developed for pitching.

Brand collaborations: Bantu Chocolate: cinematography and lighting. Bril: art direction and Unreal Engine. Moland Beach: art direction, photography and digital experience.

EDUCATION AND TRAINING

The Los Angeles Film School, USA
2008 - 2009 | Directing, cinematography, editing and sound design.

West London University, United Kingdom
1996 - 1999 | BA Media Arts and Advertising.

Udemy
2024 | Unreal Engine 5: 3D animation, virtual production and AR applications.

TOOLS AND DEVELOPMENT

Blender, Maya, Unreal Engine, After Effects, Premiere Pro, DaVinci Resolve, Avid, Photoshop, Procreate and Clip Studio Paint. React, TypeScript, JavaScript, Python, Canvas and Three.js; AI-assisted development and production workflows.