

# Siera Deshishku

Animator | Producer

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## EDUCATION

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### Leeds Arts University; 2023 – 2026

BA (Hons) Animation, *Year 1 & 2: First Class Average*

English proficiency: IELTS certified

Maths: International secondary qualification (UK Level 2 equivalent, transcript available)

## AWARDS & RECOGNITION

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**NAHEMI Kodak Competition 2024 (*Just Eat*)** – Two awards: Best Animation and 3rd Overall in Brief

**Royal Television Society Student Awards 2026** – Two awards: *Swim Free* (Category: Saving the Planet), and *I ROOM* (Craft Award)

**University feature** – *Swim Free* selected by Leeds Arts University to promote the animation course

**Prishtina International Film Festival 2025** - 1 ROOM nominated

**NAHEMI Eat Our Shorts 2025** – Swim Free and 1 ROOM nominated

## EXPERIENCE

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### Producer/Motion Designer - European Youth Card; Prishtina, Dec 2024

- Delivered a motion graphics campaign asset supporting a government-backed initiative launch. Collaborated with stakeholders to meet brand requirements.

### Projection Mapping Artist - Anibar Animation Film Festival; Prishtina, Sept 2023

- Produced projection visuals for public-facing campaigns, coordinating with curators to align messaging, audience impact, and delivery timelines in a fast-paced event environment.

### Operations Support - Manifesta, the European Nomadic Biennial; Prishtina Jul-Oct 2022

- Supported logistics and communication between organisers, artists, and visitors during large-scale cultural events.

### Project Coordinator - Project Maat; Prishtina, Sept 2015 – Present

- Helped organise donation drives, manage local partnerships, and maintain clear communication with the Red Cross in an initiative which provides household basics to families living in poverty in Kosovo.

### Teaching Assistant - Montessori School of Kosovo; Prishtina, May 2021 - Jul 2021

- Supported programme delivery by assisting educators with structured learning sessions, adapting activities to individual needs, and maintaining organised classroom operations.

## KEY CREATIVE PROJECTS

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### *I ROOM* - Solo Animation Documentary; Feb 2025 - May 2025

- Produced an interview-based documentary, coordinating with the Red Cross and executing a promotion strategy informed by tracked performance metrics (reach, engagement), enabling data-guided adjustments that expanded visibility and generated €10,000 in funding.

### Wrigley's Extra Advert, D&AD New Blood Awards 2025 - Director/Producer/Animator; Feb 2025 - Mar 2025

- Managed end-to-end execution of a branded content project, aligning team output across disciplines to deliver a cohesive final product within strict time constraints.

### Swim Free - Director/Producer/Animator; Sep 2024 - Jan 2025

- Led a four-person team delivering a sustainability-focused media project from planning through final delivery. Managed schedules, delegated responsibilities, and maintained progress across workstreams to ensure timely completion and consistent output quality.

### Ginsters Advert, NAHEMI Kodak Competition - Director/Producer/Animator; Dec 2024 - Feb 2025

- Partnered with a teammate to deliver a branded campaign project, aligning creative output with messaging objectives and refining content through iterative feedback to ensure clarity and audience impact.

### Just Eat Advert, NAHEMI Kodak Competition - Director/Producer/Animator; Sep 2023 - Jan 2024

- Delivered a mixed-media campaign project in collaboration with a partner, managing production stages and maintaining brand consistency. Received national recognition (Best Animation; 3rd Overall) for execution and impact.

## SKILLS

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Works effectively both independently and within teams, navigates unclear tasks and identifies solutions proactively, adapts quickly to new tools and systems, maintains organisation across complex projects, tracks performance indicators (reach, engagement, outputs) to inform adjustments and improve results, and communicates clearly with diverse stakeholders. Familiar with collaborative digital platforms like Google Workspace, Notion, Trello, ShotGrid and animation softwares (TV Paint, Toon Boom, Blender, Adobe Suite)