

Nayeema Haye

I'm a video journalist with a strong eye for visual storytelling. At the BBC, I pitch, research, script and produce animated explainers, bringing motion graphics and animation skills built up over several years to make videos that stand out. I handle the full production process, from pitching through to editing, and thrive in fast-paced newsroom environments. I look forward to bringing that mix of editorial curiosity and visual craft to my next role.

Employment

Journalist, BBC News — Global Journalism, Mid-Form Explainers Team

Dec 2025 — Present

- Pitch, research, storyboard and produce animated explainer videos on complex global stories for BBC World Service Languages and BBC News, with a primary audience across the Global South and a focus on reaching underserved young and female viewers
- Write and edit scripts that translate complex, nuanced stories into clear, engaging narratives, adhering to BBC editorial and legal standards
- Create graphics and animated sequences in Adobe After Effects, taking videos from concept through to final delivery
- Collaborate with regional journalists and language teams across 44 language services to ensure films carry accurate context, insight and nuance not found elsewhere
- Use YouTube analytics to track content performance, running A/B tests on thumbnails, titles and formats to optimise reach and engagement
- Research audience behaviour across regions to inform decisions on format, length and distribution strategy
- Stay across breaking news, visual trends and emerging production tools to keep explainers timely and relevant

Freelance Editorial Designer and Consultant

Jun 2023 — Dec 2025

- Researched and produced visual storytelling and campaign content for high-profile clients including Ticketmaster, NBA, Festival Republic, Nesta, DWP, and Sky
- Developed brand narratives and educational materials across digital, print, out-of-home and event formats, translating complex briefs into clear, engaging content
- Managed projects end-to-end, from research and concept through to delivery, across diverse scopes for both local businesses and Fortune 500 companies

Global Marketing, Ticketmaster

Jun 2017 — Jun 2023

Global Marketing Designer – B2B, Ticketmaster

- Led rebranding and content initiatives across 30+ countries and 21+ languages, requiring research into local context and audience needs for each market
- Produced case studies, presentations and social content that distilled complex business narratives into accessible visual storytelling
- Directed a global team of 20+, coordinating with stakeholders and agencies to deliver consistent, high-quality content on tight timelines
- Monitored industry and platform trends, recommending changes to keep content formats current and engaging

Digital Designer, Ticketmaster International

- Produced motion graphics and video content for websites and presentations, reaching over 10 million followers across social and digital channels
- Delivered presentations and materials for a major client summit with 500+ attendees, translating business strategy into clear visual narrative
- Reviewed and ensured editorial/brand consistency across the work of 20 designers in 30+ markets

Marketing Graphic Designer, Ticketmaster International

- Developed socially-driven content narratives aligned with artist and brand strategy, staying attuned to music, sport and cultural trends
- Produced campaigns reaching 5 million+ followers, working cross-functionally to deliver under tight turnarounds

Education & Training

University of Brighton

Bachelor of Science in Digital Media Development, First Class Honours, 2019

Pulitzer Centre, The AI Accountability Network

AI Spotlight Series, 2025

BBC Academy 2025-2026

World Service Languages, Essential Journalism
The Essentials of Short Form Video
Reporting Climate Change Online
The Essentials of Media Law
The Essentials of Impartiality

Skills

Storytelling & Research

Skilled at researching complex subjects and shaping them into clear, engaging narratives for a broad audience, from initial pitch through to script.

Scripting

Experienced writing scripts for explainer videos, including adapting tone and phrasing to suit a particular presenter's voice.

Motion Graphics & Video Editing

Proficient in Adobe After Effects for animation and motion graphics, and Premiere Pro for video editing, from storyboard through final cut.

Social Media Analytics

Skilled in using platform analytics, particularly YouTube, to track content performance, run A/B tests and optimise for reach and engagement.

Interviewing

Skilled at sourcing and interviewing contributors, drawing out nuance and analytical depth to strengthen a story.

Responsible AI Utilisation

Experienced in building AI tools to speed up rote production tasks, keeping editorial work, judgment and creative decisions fully human-led.

Compliance & Editorial Standards

Experienced in fact-checking, licensing and rights clearance, and working to strict editorial policy and guidelines.

Project Management

Manages projects end to end, from research and concept through to delivery, keeping scope, deadlines and stakeholders on track.

Working Under Pressure

Proven track record delivering high-quality work in fast-paced, deadline-driven, multi-market environments while staying calm and adaptable.