

MOHAMED ALAA HANAFI

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Architect | 3D Event Designer | Creative Production Lead

CAREER SUMMARY:

Architect & 3D Designer blending architectural thinking with immersive conference and exhibition experiences. With a background in architecture and strong technical 3D skills, I create booth and spatial designs that are not only visually compelling but functionally efficient. Currently leading the creative production for major medical conferences across the Middle East — handling everything from visuals and print materials to execution and coordination. Recently acted as Project Manager in key events, responsible for full-cycle delivery from concept to final implementation

KEY SKILLS:

- **Technical Skills:**
 - 3D Design & Visualization: Blender, 3ds Max (V-Ray & Corona), Revit, Lumion
 - Architecture & Drafting: AutoCAD, Revit
 - Graphic Design: Adobe Photoshop, Illustrator, InDesign
 - Event Technology: vMix, Blackmagic ATEM, Notion
- **Interpersonal and Management Skills:**
 - Team leadership across 3D, graphics, and video production
 - Proven problem-solving and creative thinking abilities.
 - Project management from concept to handover.
 - Strong time management & delivery under pressure
 - Effective communication with clients, vendors, and internal teams

PROFESSIONAL EXPERIENCE:

circle exhibitions and events management

(jan.2026 –)

Senior 3D designer

- Design and develop 3D concepts for exhibitions, conference stages, and government events across the UAE market.
- Create high-quality visualizations and presentation materials for client approvals and project pitches.
- Collaborate with project managers, production teams, and suppliers to ensure accurate translation of designs into execution.
- Produce detailed 3D models and technical drawings suitable for fabrication and event production.
- Adapt designs to meet branding guidelines, government protocols, and venue specifications.
- Support large-scale conferences and exhibition stands from concept development to final delivery.

PL Events

(Sep.2022 – oct.2025)

- **3D Designer →Team Leader**

- Designed 3D concepts for medical conferences across Saudi Arabia and the UAE.
- Created 3D designs for trade booths for major companies, including Pharco, Alcon, and Jamjom.
- Evolved into leading the full creative and production workflow for major conferences
- Developed branding and print materials for events like MEOM, Red Sea, and DEOSS
- Managed a team of 3D artists, graphic designers, and editors
- Coordinated production of visuals and physical assets with vendors and suppliers
- Operated live visual systems using vMix and Blackmagic hardware
- Acted as Project Manager in the last two major events, handling planning, execution, and delivery

Freelancer

(2020 – 2022)

- **3D Designer**

- Delivered 3D design projects across diverse fields, including production and engineering.

- **Revit instructor**

- Conducted Autodesk Revit training sessions for individuals and small groups.

- **PROFESSIONAL TRAINING:**

- Revit Course at Arab Academy for Science and Technology
- 3Ds Max cours at CadMasters
- Graphic diploma at CadMasters
- Blender course at Seif Hossam studio
- Blender Automotive Visualization and cinematic VFX at prism studio
- 3D motion Graphic diploma at prism studio

EDUCATION:

BSC DEGREE IN ARCHITECTURE..

(2019-July2024)

Faculty of Fine Arts architecture department, Alexandria University.

LANGUAGE :

- **Arabic:** Mother Tongue.
- **English:** Conversational.