

Mohammad Bakkar

Creative Art Director: 3D VR AR MR Visualization
VFX UI UX 2D 3D Animation.

16 Years' Experience

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About Me

THINK, ACT and INVENT is my design approach which motivates me to create and evaluate great ideas. By visualizing raw ideas. I can transform any idea into a great design that captures the attention and achieve customer / stakeholder's satisfaction.

I have completed various projects as a Creative art director. When it comes to team management, I am skilled at building, motivating and delegating tasks and assignment to team members.

I believe in perfection and NEVER less than 100% in any project. You may check my webpage www.bakkars.com for more information about my work and achievements.

Experience

2023 up to now: Creative Director / 3D VR AR MR Visualization VFX UI UX 2D 3D Animation at Digital Giant Agency for Visual Arts international, Jeddah, Saudi Arabia.

Job Specifications:

Leading team of senior and junior graphic designers.



- Oversee recruitment of art department, including concept art, 3D modeling, VFX, and lighting.
- Work closely with the creative team.
- Led multiple art disciplines, including UI/UX and Marketing asset creation.
- Develop conceptual and stylistic direction and execute same for a wide variety of communications projects.
- Create breakthrough campaign ideas for new business pitches, client presentations, and everything in between.
- Lead and participate in creative brainstorming.
- Develop the visual appearance of campaigns and events.
- Brainstorm with Planning Account Management and Creative teams to create and develop concepts.
- Conduct research to stay up to date with latest communication trends.
- Provide creative ideas that fit clients' needs.
- Attend client presentations and sell concepts.
- Attend photo shoots, recordings and ensure creative requirements are applied.
- Supervise and train members of the Creative team.
- Coordinate with the Production team to ensure quality standards are met during the production process.
- Coordinating with outside agencies, art services, web designers, marketing, printers, and colleagues as necessary.

2021-2023: Associate Consultant at Saudi Aramco, AL Dharan, Saudi Arabia.

Intelligent Field & Producing System Division
Petroleum Engineering Application Service Department SMP Wipro



Job Specifications:

- Creating 3d components to visualize the workflow of the productions.
- Creating UI design and import it to html platform.
- Visualization for the 3d components and the workflow simulation.
- Flythrough inside the productions area and explain how and where the target for the productions.
- Creating animation for the dashboard and how it will affect the methodology of the production workflow.
- Creating interactive VR 3d modeling and explain it with the description via VR.



2014-2020: Visualization Manager at ISAM Khairi KABBANI, Jeddah, Saudi Arabia.



Job Specifications:

Leading team of visualization operators and supervising BIM engineers to achieve the following:

- Create modeling for projects, insert materials, use the camera on design, and use the timeline to make a movie, implement the camera's usage and create animated movies by using V-RAY render.
- Design 2D and 3D animation movies before and after completing projects.
- Collect and cleanup 2D/3D data in collaboration with the project team members.
- Design and develop visualizations imagery to convey any concept graphically.
- Create compelling visualization by using supplied models utilizing 3DS Max, Lumion.
- Research on the latest techniques to streamline the visualization processes and to enhance the final outputs.
- Create compelling visualization imagery by using the Adobe Suite (Photoshop, Illustrator, InDesign, After Effects).
- Visualize the marketing material and convey the concept graphically.
- Assist in creating presentations and info-graphic materials for corporate initiatives and proposals.
- Compile and export information from modeling tools (Revit, Archi-CAD, etc.) to rendering tools (Lumion, 3DS Max)
- Manage all design consultants in accordance with the project requirements.
- Performing 3D Dimensional High-Definition field surveys for laser.
- Provide the production staff with compelling visualization imagery on a wide range of projects to produce technical support to demonstrate related data.
- Engage with KCG's visualization group to advance corporate-wide initiatives.

2009-2014: Art Director: 3D visualizer and 2D Graphic Designer and Animator at DIWI Consult International GmbH, Jeddah, Saudi Arabia



- Manage a team of senior and junior graphic designers.
- Create daily schedules for the team and monitor task/project progress.
- Submit design proposal for clients with specific recommendations related to the client's project.
- Promote and Advertise DIWI's projects and support social media channels/outlets.
- Scanning the site, coordinating with execution team, taking measurements and photometric images.
- Monitoring the scan modeling process to meet time, resources, and profitability objectives; Taking corrective actions to meet objectives.
- Perform any other tasks related to the job assigned.

2008-2009: Graphic Designer and Animator at KKBC - Kwik Kopi business Center for International Marketing, Jeddah, Saudi Arabia

- Create graphic designs for projects and identities.
- Illustrating concepts by designing examples of art arrangement, size, type size, and style and submitting them for approval.
- Preparing finished art by operating necessary equipment and software.
- Contributing to team efforts by accomplishing tasks as needed.
- Communicating with clients about layout and design.
- Creating a wide range of graphics and layouts for product illustrations, company logos, and websites.
- Reviewing final layouts and suggesting improvements when necessary.
- Work on digital and social media marketing.
- Develop and maintain essential office communications and tools.

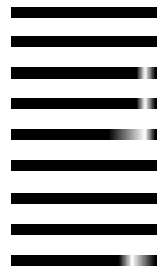
Education

Bachelor's degree in graphic design: Spring 2008 Philadelphia University, Amman, Jordan

Courses

- 2020, PMP
- 2019, Unreal engine BIM.
- 2018, Lumion Advanced.
- 2017, Autodesk Authorized Training Center ATC: Course in Revit Architecture Master certified by Autodesk with the Certificate number. 131589U841.
- 2017, Autodesk Authorized Training Center ATC: Course in 3D's Max Master certified by Autodesk with the Certificate number. 1JZXLWUHD7.
- 2016, Jeddah Int'l Higher Training institute: Course in 3D's Max.
- 2016, Jeddah Int'l Higher Training institute: Course in Digital Video Effects.
- 2008, Art Home (Workshop Design), Jordan: Course in Adobe after Effects.
- 2007, Philadelphia University, Amman: Course in Career and Psychological Counseling.
- 2005, Art Home (Workshop Design), Jordan: Course in Macromedia Flash.
- 2004, Art Home (Workshop Design), Jordan: Course in Adobe Illustrator.
- 2004, Art Home (Workshop Design), Jordan: Course in Adobe Photoshop.
- Participating at the art exhibitions, Philadelphia University.

Lumion
3Ds Max
V-Ray
Unreal
Revit
Photoshop
Illustrator
After Effects
Unity



Technical skills

- Teamwork skills: flexible and open-minded, supportive and make sure everyone understands roles and tasks, accept responsibility, respectful and accept opponent opinions.
- Able to manage priorities and have well, self/project management skills.
- An in-depth Knowledge in using, Unity, 3DS Max & Lumion.
- Knowledge of AR Knowledge.
- AR/VR and Unity.
- Great capability in 2D and 3D packaging design.
- Able to create 2D and 3D graphic designs and animations.
- Web Design.
- Experience using the Adobe Creative suite.
- Macromedia Flash Professional 8, etc.
- Creative work in Still Life drawing.
- Photography skills.
- Effective management of marketing campaigns.
- Problem-solving skills when working in a complex work environment.
- Self-motivated and can take the initiative.
- Develop and maintain essential office communications and tools.
- Strong verbal, written, and visual presentation skills.
- Proficient in social media: Facebook, Twitter, Instagram, and LinkedIn.
- Understand and use social channels effectively.
- Knowledge in Microsoft Office.
- Experience with real-time rendering engines.
- Leica Cyclone Field 360.
- Leica Cyclone Core.
- Leica Cyclone Register 360.
- Autodesk RECAP pro.



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