

MOHAMED ALAA HANAFI

Architect | 3D Event Designer | Creative Production Lead

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PROFESSIONAL SUMMARY

Architect and 3D Designer with 5+ years of experience bridging architectural design thinking with immersive conference and exhibition experiences. Combines a formal architecture background with advanced 3D visualization skills to deliver booth, stage, and spatial designs that are visually compelling and functionally efficient. Currently leads creative production for major medical conferences across the Middle East, overseeing visuals, print collateral, and on-site execution, and has led design teams of up to 13 across multi-project workloads.

KEY 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

Leadership & Management: Led cross-functional teams of up to 13 (3D, graphics, video); project management from concept to handover; vendor and client coordination; delivery under pressure

PROFESSIONAL EXPERIENCE

Senior 3D Designer | Circle Exhibitions and Events Management

Jan 2026 – Present

- Secured a design contract with Abu Dhabi Police on the strength of submitted 3D concept work.
- Design and develop 3D concepts for exhibitions, conference stages, and government events across the UAE market.
- Create high-quality visualizations and presentation materials used 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 through final delivery.

3D Designer → Team Leader | PL Events

Sep 2022 – Oct 2025

- Designed 3D concepts for medical conferences across Saudi Arabia and the UAE.
- Created 3D trade booth designs for major companies, including Pharco, Alcon, and Jamjom.
- Progressed into leading the full creative and production workflow for major conferences.
- Developed branding and print materials for flagship medical conferences, including MEOM (800+ attendees), Red Sea (3,000+ attendees over 3 days), and DEOSS.
- Led a team of 13 3D artists, graphic designers, and editors across concurrent projects.
- Coordinated production of visuals and physical assets with vendors and suppliers.
- Operated live visual systems using vMix and Blackmagic hardware.

3D Designer & Revit Instructor | Freelance

2020 – 2022

- Delivered 3D design projects across diverse fields, including production and engineering.
- Conducted Autodesk Revit training sessions for individuals and small groups.

PROFESSIONAL TRAINING

- Revit Course — Arab Academy for Science and Technology
- 3ds Max Course — CadMasters
- Graphic Design Diploma — CadMasters
- Blender Course — Seif Hossam Studio
- Blender Automotive Visualization & Cinematic VFX — Prism Studio
- 3D Motion Graphics Diploma — Prism Studio

EDUCATION

BSc in Architecture (2019 – July 2024)

Faculty of Fine Arts, Architecture Department — Alexandria University

LANGUAGES

Arabic: Mother Tongue **English:** Professional Working Proficiency