

# Ibrahim Elrouby

3D Technical Director, Anamorphic Billboard Artist, AI Workflow Builder

Dubai, UAE / Egypt

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Portfolio: [ibrahim3d.com/portfolio](http://ibrahim3d.com/portfolio)

Self-taught 3D artist and technical director focused on high-visibility CGI, 3D anamorphic billboard production, and AI-assisted creative workflows. Delivered commercial work for brands including Cadbury, ALDO, Steve Madden, DU, Dubai Safari Park, Intiaz, and Orchard.

## SELECTED EXPERIENCE

### Founder / Creative Technical Director - My Studio

Dubai, UAE

- Lead 3D billboard, product CGI, and motion production from concept through final delivery.
- Scope screen specs, viewing zones, camera blockouts, modeling, look development, animation, rendering, compositing, and export requirements.
- Build reusable AI and production workflows for faster creative exploration, asset handling, and project documentation.

### 3D Anamorphic Billboard Production

Cadbury, ALDO, Dubai Safari Park, Steve Madden, DU

- Created and directed screen-specific 3D campaign assets for outdoor, mall, and social capture contexts.
- Handled product accuracy, simulation-heavy shots, format adaptation, and media-owner delivery constraints.
- Balanced spectacle with brand readability, social shareability, and launch-ready technical handoff.

### Product CGI and Creative Technology

Commercial and independent product work

- Produce product visualization, motion design, and technical assets for brands, agencies, and creators.
- Develop Blender add-ons and workflow tools, including Nano Banana and DXF/DWG Exporter.
- Translate creative requirements into controlled production systems with clear approvals and deliverables.

## CORE SKILLS

- 3D anamorphic billboard production, forced perspective, screen mapping, camera blockout, DOOH delivery.
- Cinema 4D, Blender, Houdini-style simulation thinking, rendering, compositing, product CGI, and motion design.
- AI creative production, RAG workflows, automation design, prompt systems, asset tagging, and internal production tools.
- Client scoping, estimates, revision control, technical handoff, screen-owner coordination, and social cutdown planning.

## SELECTED PROJECTS

- Cadbury - chocolate-flow anamorphic billboard with multiple fluid simulation passes and screen adaptations.
- ALDO - Ramadan collection product showcase with luxury material direction and refined campaign motion.

- Dubai Safari Park - 3D gorilla billboard built around character modeling, animation, and screen-frame interaction.
- Nano Banana - Blender add-on bringing Gemini image generation into creative 3D workflows.
- DXF/DWG Exporter - Blender add-on for exporting curves and grease pencil strokes to CAD formats.

## **SERVICES**

- 3D billboard production: screen feasibility, concept, blockout, animation, rendering, export, and launch assets.
- CGI product visualization: product modeling, material development, animation, campaign stills, and ecommerce assets.
- AI tools and automation: creative workflow audits, focused assistants, document retrieval, and production automation.
- Motion design and architectural visualization for brand, retail, and real estate contexts.

## **EDUCATION AND BACKGROUND**

- Self-taught since age 12, building a commercial creative career through public work, client delivery, and technical experimentation.
- Writes practical guides for 3D billboard production, AI creative workflows, product CGI, and self-directed creative careers.