

Abdelrahman Hani Elhalawani

Creative Technical Director (CTD)

VFX, Motion & Visual Integration Specialist

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Portfolio: www.abdesignstock.com

Profile

Creative Technical Director with end-to-end expertise in VFX, motion, CG integration, and visual design, delivering high-impact visual systems across advertising and digital production. Passionate about combining technical precision with creative vision to deliver compelling, polished visuals while contributing to ambitious, high-quality productions.

Experience

• Fullscreen Advertising Co.

- Visual Director & Technical Lead (Oct 2024 - Present)
- Senior Visual Designer (Jan 2023 - Oct 2024)
- Visual Designer (Nov 2021 - Jan 2023)

- Directed and executed end-to-end visual production for VFX, motion, and CG integration projects, ensuring seamless alignment of CG elements with live-action footage.
- Designed and implemented camera tracking, compositing, and pipeline workflows to maintain visual consistency, realism, and technical efficiency across multi-shot sequences.
- Developed and executed multi-sector client campaigns, integrating graphic design, motion graphics, and VFX to produce cohesive and high-impact visual storytelling.
- Made critical technical and creative decisions on every project, including camera workflow, software selection, and pipeline optimization, while ensuring timely delivery and high quality.
- Advised production teams on on-set capture strategy, including marker placement, lens considerations, and environmental data acquisition, to ensure accurate tracking and seamless CG integration in post-production
- Mentored and supervised occasional junior hires or interns, establishing pipeline standards and guiding hands-on execution.
- Collaborated with clients and internal stakeholders to define visual direction, troubleshoot challenges, and ensure alignment between creative vision and technical feasibility.

Core Production Pipelines

• VFX & 3D Integration Pipeline

Led full live-action to CG workflows including editorial preparation (Premiere / Resolve), camera tracking (SynthEyes), 3D reconstruction and asset development (Blender), PBR material authoring (Substance Painter), node-based compositing (Fusion), and final color grading (Resolve).

• Motion Graphics & 2D Animation Pipeline

Directed motion design systems from concept to final delivery, including vector asset development (Illustrator), 2D rigging and animation (After Effects), and synchronized audio integration and final sequence assembly (Premiere Pro).

• Creative Campaign Design Pipeline

Structured multi-sector visual campaigns through RAW processing (Lightroom), advanced image manipulation and compositing (Photoshop), and scalable vector design systems (Illustrator) for print, digital, and motion applications.

• Photogrammetry & 3D Reconstruction Pipeline

Executed environmental reconstruction using photogrammetry pipelines with Agisoft Metashape, 360° imagery capture, and satellite-based terrain referencing (Google Maps), integrated into 3D workflows for visualization and VFX alignment.

Technical Expertise

SynthEyes | Blender | Substance Painter | Fusion | After Effects | DaVinci Resolve | Premiere Pro | Photoshop | Illustrator | Lightroom | Agisoft Metashape