

MOUSTAFA MOUSSA

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PROFILE

Creative leader with 15+ years of experience spanning architectural visualization, interior design, immersive technologies, and digital content production across the GCC. Proven track record of building and leading high-performing 3D, VR, and creative teams, delivering large-scale real estate, hospitality, government, and commercial projects from concept to final execution.

Throughout my career, I have directed the visualization and creative production of landmark developments for leading clients and developers, including projects such as Lamborghini Residences by New Plan & Acadia, Catalan and Audaz by The Gates Developments, Dubai Courts, and numerous high-profile developments across Saudi Arabia and the UAE.

WORK EXPERIENCE

Head Of Art | Technical Art Director

5DVR

Egypt

2025 – Present

- Led the overall creative vision and artistic direction across immersive technology projects, including VR, AR, interactive experiences, and architectural visualization.
- Managed multidisciplinary teams of 3D artists, designers, animators, developers, and creative specialists to deliver high-quality visual experiences.
- Established creative standards, workflows, and quality control processes to ensure consistency across all productions.
- Collaborated closely with clients, stakeholders, and executive management to translate business objectives into compelling visual solutions.
- Oversaw concept development, art direction, storytelling, and final execution of large-scale digital and immersive projects.
- Directed the production of photorealistic architectural visualizations, real-time experiences, and interactive environments.
- Mentored and developed creative talent through structured feedback, training, and performance management.
- Researched and implemented emerging technologies, AI-driven creative workflows, and real-time rendering solutions to enhance production efficiency.
- Managed project timelines, resource allocation, and creative budgets while ensuring on-time delivery and client satisfaction.
- Represented the creative department in client presentations, project pitches, and strategic planning initiatives.

3D Team Leader | CG Supervisor

Takaamol Holdings

KSA

2022 – 2025

- Led a team of 3D artists, visualization specialists, and designers in delivering architectural visualization and digital content projects.
- Managed the complete 3D production pipeline, including modeling, texturing, lighting, rendering, post-production, and final delivery.
- Coordinated project schedules, task assignments, and resource planning to ensure efficient workflow and timely completion.
- Collaborated with architects, interior designers, engineers, and project managers to transform concepts into high-quality visual presentations.
- Established quality assurance standards and conducted regular reviews to maintain visual consistency and technical excellence.
- Optimized rendering workflows and production processes, improving team productivity and project turnaround times.
- Supervised the development of photorealistic interior, exterior, and masterplan visualizations for large-scale commercial and residential projects.
- Provided technical guidance and mentorship to junior and mid-level artists, supporting skill development and career growth.
- Participated in client meetings, presentations, and design reviews, ensuring alignment between creative output and project objectives.
- Evaluated and implemented new software, rendering technologies, and production methodologies to enhance project quality and efficiency.

CREATIVE & 3D SUPERVISOR – HOLOGRAM MARKETING DEVELOPMENT

L&V

Dubai, UAE

2021 – 2022

- Leading creative direction for campaigns and projects.
- Managing end-to-end project lifecycle.
- Play a crucial role in the development and refinement of the hologram product.
- Design and produce captivating motion graphics content for the hologram product, incorporating engaging visuals and animations.
- Contribute to the development of marketing strategies and campaigns for the hologram product.
- Plan marketing campaigns by leveraging various channels, such as social media, email marketing, and traditional advertising. Develop and distribute engaging content to generate awareness and drive product adoption.
- Collaborate with the sales team to provide them with marketing collateral, presentations, and demonstrations.
- Leading and inspiring creative teams.
- Developing compelling advertising concepts.
- Ensuring high-quality creative output reflects the company identity.
- Social media moderation across FB & IG & LinkedIn.

CREATIVE & 3D SUPERVISOR - VR LEAD

CREATIVE MOTION UAE

Dubai, UAE

2018 – 2021

- Provide supervision and guidance to the 3D production team, ensuring efficient workflow, adherence to quality standards, and timely project completion.
- Lead the development and implementation of virtual reality projects.
- Plan and manage 3D and VR projects, including resource allocation, scheduling, and budgeting. Ensure projects are delivered on time and within budget.
- Collaborate with clients, creative teams, and other stakeholders to understand project requirements and translate them into effective 3D and VR solutions.
- Maintain high standards of quality and ensure consistency in 3D and VR deliverables. Conduct thorough reviews and provide feedback to ensure visual excellence.
- Mentor and train team members to enhance their 3D and VR skills.
- Explore new tools, techniques, and emerging trends in 3D and VR production. Identify innovative approaches to enhance the visual impact and user experience.
- Build and maintain strong client relationships, understanding their vision and objectives. Present and communicate 3D and VR concepts effectively to clients.

DIGITAL COMPOSITOR

AROMA

Cairo, Egypt

2017 – 2018

- Matching lighting, color, and grain between layers to maintain visual continuity.
- Collaborating with VFX supervisors, 3D artists, and editors to meet creative and technical requirements.
- Delivering polished and photorealistic compositions under tight production deadlines.
- Reviewing and implementing feedback from supervisors and clients with attention to detail.

PROJECT MANAGER/ INTERIOR DESIGN LEAD

MASRYA CO

Cairo, Egypt

2015 – 2017

- Assisted customers in selecting suitable products and provided detailed product information.
- Managing interior design projects from start to finish.
- Creating and presenting innovative design concepts.
- Leading and mentoring a design team.
- Collaborating with clients to understand their needs.
- Selecting materials and finishes for projects.
- Developing detailed execution documentation.

3D INSTRUCTOR

TALENT ACADEMY

Cairo, Egypt

2014 – 2015

- Teaching 3ds max, maya, photoshop and V ray.

ARCHVIZ ARTIST/ 3D MODELER

ALAA EL DEEN HOME

Cairo, Egypt

2014 – 2015

- Creating furniture assets for interior designs.
- Interior & exterior design of various projects.

GRAPHIC/ 3D DESIGNER

ART LINES

Cairo, Egypt

2011 – 2014

- Creating furniture assets for interior designs.
- Interior & exterior design of various projects.
- Produce 360 VR walkthrough.
- Graphic design posts for social media.
- Motion graphic animation for social media.
- Social media moderation.

CG ARTIST / COMPOSITOR

CINEMA LIGHT

Cairo, Egypt

2011 – 2012

- Roto & Paint Elements.
- Responsible for delivery of 3d assets and 2d finished composites.

CG ARTIST / COMPOSITOR

SILENT FORCE

Cairo, Egypt

2009 – 2011

- Color Grading.
- Responsible for delivery of 3d assets and 2d finished composites.

EDUCATION

- **CONTRACTING & INTERIOR EXECUTION**
OMAR ABD ALLAH 2023 - 2024
- **MAJOR MBA**
EHAB MUSSLAEM 2022 - 2023
- **ADVANCED DIGITAL MARKETING**
UDACITY 2020 - 2021
- **MARKETING PRINCIPLES & APPROACHES**
MOHMED EL TAHER 2020 - 2020
- **DIGITAL MARKETING & SEO**
SHEREEN BADR (REGIONAL AMAZON MARKETING MANAGER) 2020 - 2020
- **ADVANCED BUSINESS DEVELOPMENT**
NADEEM BARAKAT (CHEFAA & HOMMART COMMERCIAL DIRECTOR) 2019 - 2019
- **BACHELOR'S DEGREE IN ARTS**
MENOFA UNIVERSITY 2014 - 2017

SKILLS

- Creative Direction & Art Supervision
- Cross-functional Team Leadership
- Business Dev & Digital Marketing
- Client Communication & Briefing
- Workflow Optimization
- Budgeting & Timeline Management
- 3D Modeling & Animation (Maya, 3ds Max, ..)
- Digital Compositing (After Effects, Nuke)
- Virtual Reality (VR)
- Hologram & Immersive Media Development
- Architectural Visualization (ArchViz)
- Photorealistic Rendering (V-Ray, Arnold, Corona)
- Graphic Design (Photoshop, Illustrator, InDesign)
- Real-time Engines (Unreal Engine, Unity)
- Motion Graphics
- Creative Problem Solving
- Communication & Collaboration
- Detail-Oriented Mindset
- Strong Aesthetic Judgment
- Adaptability in Fast-Paced Environments
- Presentation & Pitching Skills

LANGUAGES

- Arabic Native
- English Perfect