

Hani Hasan



Visual Content Producer | 3D & Motion Specialist

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Nationality: Dutch

Driving License: B

A versatile Visual Content Producer and Motion Designer with a unique background in IT and Business Administration. Expert in bridging the gap between complex technology and compelling visual storytelling. I specialize in building "content engines" from the ground up—combining traditional 3D/Motion expertise (After Effects, 3ds Max) with cutting-edge AI production workflows (Generative AI, Python scripting) to create high-impact brand assets.

Core Competencies

- **Video & Motion:** End-to-end production (shooting, 3D animation, VFX, editing).
- **AI-Powered Workflows:** Leveraging AI tools for rapid ideation, scripting, and asset generation.
- **Storytelling:** Translating technical data and industrial concepts into engaging social-first content.
- **Tech Stack:** Adobe Creative Suite, 3ds Max, Cinema 4D, Python, SQL.

Languages: Arabic (Native), English (Fluent), Dutch (A2 - In progress)

Experience

Developer & Content Architect | ANBEQ (Fragrance Informatics) | Sep 2024 – Present

- Architecting digital workflows for complex formulation data, translating technical laboratory processes into user-friendly visual interfaces.
- Building the bridge between data (SQL/Python) and visual presentation to ensure regulatory accuracy and production efficiency.

Art Director & Regulatory Coordinator - part time | Arabian Musk (Utrecht, NL) | Jan 2023 – Present

- Building a brand system from the ground up for the NL market, ensuring all visual assets meet EU safety and labeling standards.
- Coordinating between creative development and commercial production to maintain a consistent, high-quality brand engine across multiple branches.

Instructor & Digital Manager | ThePerfumer.nl | June 2021 – Present

- Managing an international educational platform, overseeing the creation of digital curriculum and marketing assets for a global audience.
- Utilizing social-first video content to drive engagement and student enrollment.

Co-Founder & Creative Manager | CyberTec (Dubai, UAE) | May 2018 – Oct 2019

- Led a tech startup's brand development, creating user-friendly UI/UX designs and promotional motion graphics for mobile applications.
- Managed the full creative lifecycle from initial concept to market delivery.

3D On-Air Graphic Artist | MBC Group (Dubai, UAE) | Nov 2013 – May 2018

- Produced high-pressure, dynamic 3D infographics and motion graphics for a leading international news network.
- Collaborated with editorial teams to turn complex news stories into accurate, visually compelling broadcast assets.

Broadcast Designer | IBC TV (Dubai, UAE) | Aug 2009 – Oct 2013

- Handled all phases of production: pre-visualization, 3D camera tracking, modeling, animation, and compositing for television.
 - Gained expert-level proficiency in broadcast technology and On-Air graphics (CG).
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Education

- **Bachelor in Business Administration** | Syria (2005)
- **Diploma in Graphic Design (3D Movie Animation)** | Dubai (2006)

Software & Technology Skills

- **Design & Motion:** Adobe After Effects, Premiere Pro, Photoshop, Illustrator, 3ds Max, Cinema 4D, VIZ Artist, Figma, Canva.
- **AI Tools:** Experimenting with Generative AI to accelerate content production.
- **IT & Development:** Python, JavaScript, React, SQL, Power BI, Agile/Scrum.