

SELIM ARI

Ali Selim ARI

Senior 3D Motion Designer & Creative Lead

Austin, TX · hello@selimari.com · +1 512 226 3401

Authorized to work in the U.S. (O-1B Extraordinary Ability Visa)

selimari.com/reel · selimari.com · linkedin.com/in/selimari · behance.net/selimari



RECOGNITION Motion Design Awards, Jury Member · Visual Effects Society, Member · Maxon Cinebench 2026, credited · Maxon Cinema 4D Quick Start Menu · A' Design Award Winner · Exhibited, Como, Italy · Press: Forbes Turkiye, MediaCat

SELECTED CLIENTS Google · Microsoft · PayPal · Bose · Emirates · Samsung · Qualcomm · Porsche · Nissan · Fiat · Grundig · TD Bank · Spectrum TV · RTL · NPO · webAI · WeArt · Koch · Burkle · Gloria Jeans

01 PROFILE

Senior 3D Motion Designer and Creative Lead with 14+ years in product visualization, launch films, and broadcast-ready 3D motion. High-fidelity cross-platform assets for **Google, Microsoft, PayPal, Bose, and Emirates.**

02 SKILLS

CORE Product launch visualization · Technical product storytelling · Concept design · Storyboarding · Art direction · Look development · Hard-surface modeling · Lighting · Rendering · UI motion · VFX compositing · Pipeline optimization

SOFTWARE Cinema 4D · Redshift · Octane Render · V-Ray · X-Particles · After Effects · Premiere Pro · Photoshop · Illustrator

AI WORKFLOWS ComfyUI · Higgsfield · Kling · Seedance · Stable Diffusion · Midjourney · Claude

03 SELECTED PROJECTS

FULL ARCHIVE: [SELIMARI.COM/PROJECTS](https://selimari.com/projects)

BROADCAST DESIGN & LIVE EVENT

RTL Das Supertalent: Show Intro Germany [SHOWCASE](#) / [BEHANCE](#)
Lead. Concept, storyboard, look development, animation. Still on air on RTL, the largest network in Germany.

NPO Cultuur: Channel Intro Netherlands [SHOWCASE](#)
Core-team 3D Motion Designer. Concept, look development, and animation for Dutch public broadcaster NPO.

Google Snapdragon Summit 2024: Live Keynote USA [SHOWCASE](#) / [BEHANCE](#)
Lead. Concept, storyboard, look development, animation for the **Google** live keynote at the **Qualcomm** summit.

Sneaker Sway: Self-Initiated Award Winner [SHOWCASE](#) / [BEHANCE](#)
Solo in 8 days. Featured by **Maxon** in the Cinema 4D Quickstart menu and on the Cinebench opening screen.

PRODUCT VISUALIZATION & BRAND FILM

Microsoft: 3D Animation Series USA [SHOWCASE](#) / [BEHANCE](#)
A curated cut of a three-year **Microsoft** contract via **Haddad & Partners**, later **PureRed**.

PayPal: Brand Movies USA [SHOWCASE](#) / [BEHANCE](#)
Lead. Concept, storyboard, look development, and 3D animation across the **PayPal** brand film set.

Google Gemini USA [SHOWCASE](#)
Concept design, look development, and 3D animation for **Google Gemini**.

Bose SoundLink Max: Global Launch USA [SHOWCASE](#) / [BEHANCE](#)
Global launch product visualization for **Bose**: turntables, exploded-view animation, master delivery.

Emirates: Brand Concept Film UAE [SHOWCASE](#) / [BEHANCE](#)
Campaign environment builds and fully 3D sequences for **Emirates** on a compressed schedule.

WeArt TouchDIVER Pro: Product Film Italy [SHOWCASE](#) / [BEHANCE](#)
Hard-surface visualization and brand film for the **WeArt** haptic glove, look development to final grade.

Eyup Sabri Tuncer: Roll-On Series Turkiye [SHOWCASE](#) / [BEHANCE](#)
Product film series for the **Eyup Sabri Tuncer** roll-on range, concept through final grade.

NG Voice: Autoscaling Germany [SHOWCASE](#) / [BEHANCE](#)
Cloud-native telecom architecture turned into a legible B2B brand film for **NG Voice**.

More case studies: [Gloria Jeans](#) · [Grundig Immensa](#) · [Koch](#) · [Fiat Fiorino](#) · [Porsche GT2RS](#) · [Markapark](#) · [webAI](#)

Founder & Creative Director, Add And Blur LLC, Austin, TX, USA Nov 2025 - Present

US-based 3D animation studio delivering premium B2B, product-marketing, and broadcast assets to a dedicated network of enterprise brands.

- Deliver product-marketing and broadcast 3D for **Google, Microsoft, Bose, PayPal, Emirates, and webAI**.
- Improved delivery speed 30% across 50+ campaigns by standardizing Cinema 4D and Redshift pipeline parameters.
- Direct a distributed network of 15+ remote artists and technical collaborators across time zones.

Creative direction · Art direction · Look development · Hard-surface rendering · Pipeline standards · Cinema 4D · Redshift · After Effects

Co-Founder & 3D Creative Lead, Add And Blur LTD, Istanbul, Turkiye Dec 2020 - Nov 2025

The first entity of the studio, built from Istanbul, Turkiye and serving US and European clients remotely before the move to Austin.

- Built the client base and production pipeline from zero to a repeat roster of enterprise and agency partners.
- Owned cross-platform master delivery for global launches, from style frames through final compositing.

3D animation · Look development · Compositing · Client and production management · Cinema 4D · Redshift · Octane · After Effects

Senior 3D Creative Designer, PureRed, Remote, USA Aug 2023 - Jan 2025

US integrated marketing agency, 45+ years serving major retail and consumer brands; acquired Haddad & Partners, and acquired in turn by ITG (UK).

- 3D product visualization, motion graphics, and VFX compositing for **Microsoft, Spectrum TV, Zarbees, and TD Bank**.
- Partnered with creative and strategy directors on product demos and UI motion; 25% lift in cross-channel retention.
- Set global render configurations and look-development standards to hold QA parity on rapid turnarounds.

Product visualization · UI motion · VFX compositing · Look development · Cinema 4D · Redshift · After Effects

Senior 3D Motion Designer, Studio Big Box, Remote, Turkiye Nov 2024 - Dec 2024

Motion graphics and video production studio in Istanbul, Turkiye.

- 3D broadcast assets for the **Uludag Gazoz** TV commercial, held to studio quality standards on a demanding schedule.

Broadcast 3D · Look development · Cinema 4D · Redshift

Lead 3D Motion Designer, ROVE Beyond, Remote, USA Oct 2024 - Nov 2024

US animation studio producing broadcast and live-event content.

- Led 3D reveal assets for the **Google** Snapdragon Summit 2024 launch: visualization, lighting staging, final renders.

Concept design · Storyboard · Lighting · Live-event 3D · Cinema 4D · Redshift · After Effects

Senior 3D Motion Designer, We Are Alive, Remote, UK / UAE Aug 2024 - Oct 2024

Animation studio in London, UK and Dubai, UAE; 2,000+ minutes of content for 200+ brands.

- Fully 3D campaign environments for **Emirates** and the Multilateral Industrial Policy Forum, delivering several minutes of final content under tight deadlines.

Environment build · Look development · 3D animation · Cinema 4D · Redshift

Senior 3D Motion Designer, Reveland, Remote, Italy Aug 2024 - Sep 2024

Creative studio in Milan, Italy for 3D animation, rendering, branding, and installation design.

- One-minute brand film for **WeArt**, supporting multiple production stages through to final delivery.

Brand film · Hard-surface visualization · Compositing · Cinema 4D · Redshift · After Effects

Senior Product Visualization Artist, Hero4Hire Creative, Remote, USA Apr 2024 - May 2024

Animation studio in Boston, USA; credits include Microsoft, GBH, MLB, and Arthur.

- Product visualization for the **Bose** SoundLink Max global launch under a compressed production timeline.

Product visualization · Turntables · Exploded-view animation · Cinema 4D · Redshift

Senior 3D Motion Designer, We Are Alive, Remote, UK / UAE Dec 2023 - Feb 2024

Animation studio in London, UK and Dubai, UAE.

- Fully 3D defence-industry programme: over five minutes of final content, including digital-twin factory machinery.

Machinery visualization · Simulation · Look development · Cinema 4D · Redshift

Senior 3D Creative Designer, Haddad & Partners, Remote, USA Jun 2021 - Jul 2023

US digital agency and long-term Microsoft partner; acquired by PureRed, now part of ITG (UK).

- Dedicated remote creative partner on **Microsoft** product launches for 25 consecutive months.
- Ran hard-surface modeling, texturing, studio lighting, and compositing against **Microsoft** brand guidelines.
- Worked with project managers, executive art directors, and brand strategists under aggressive milestones.

Hardware visualization · Hard-surface modeling · Studio lighting · Compositing · Cinema 4D · Redshift · After Effects

Lead 3D Motion Designer, <u>Hero4Hire Creative</u>, Remote, USA	Jul 2022 - Sep 2022
Animation studio in Boston, USA.	
Lead on the PayPal brand movies, with further deliverables for Bose across several creative directions.	
Concept design · Storyboard · Look development · 3D animation · Cinema 4D · Redshift · After Effects	
Senior 3D Artist, <u>Fivestone Studios</u>, Remote, USA	Nov 2021 - Feb 2022
Immersive multimedia studio in Nashville, USA for brand environments, museums, and live activations.	
Simulation-based and isometric visual work for LP Building Solutions and Samsung across two concurrent projects.	
Simulation · Isometric design · 3D animation · Cinema 4D · Redshift · X-Particles	
Product Visualization & Brand Film 3D Artist, <u>CapeRock</u>, Remote, Netherlands	Dec 2020 - Jul 2021
Media branding studio in Amsterdam, Netherlands combining strategy, design, motion, and music.	
Broadcast opening sequences and branded visuals across several high-visibility cultural and network projects.	
Broadcast design · Opening titles · Look development · Cinema 4D · Redshift · After Effects	
Senior 3D Artist, <u>Keffekt Design</u>, Konstanz, Germany	Oct 2019 - Nov 2020
Advertising and 3D visualization studio in Konstanz, Germany.	
Carried a long-term flagship account through to completion, holding quality and client satisfaction across the engagement.	
Advertising 3D · Product rendering · Compositing · Cinema 4D · Octane · After Effects	
Senior 3D Artist, <u>Digital Panorama</u>, Istanbul, Turkiye	Jun 2015 - Sep 2019
Studio in Istanbul, Turkiye for large-scale technology launches and trade-fair presentation content.	
- Advertising and presentation work for major Turkish brands including Beko, Arcelik, and Altus. - Key role on Markapark, the project recognized by the A' Design Award and exhibited in Como, Italy.	
Large-format presentation · Video wall · 3D animation · VFX · Cinema 4D · V-Ray · Redshift · Octane · X-Particles · After Effects	
Mid 3D Artist, <u>Blend Creative Bureau</u>, Istanbul, Turkiye	Sep 2014 - Jun 2015
Client studio in Istanbul, Turkiye; one of a small 3D team carrying significant responsibility on tight deadlines.	
Advertising and broadcast 3D for Hurriyet Newspaper, Nissan, and the Afife Jale Awards.	
Advertising 3D · Broadcast graphics · Cinema 4D · V-Ray · After Effects	
Junior 3D Artist, <u>Mojo FX</u>, Istanbul, Turkiye	Apr 2014 - Sep 2014
Junior 3D Artist, <u>Filimisleri</u>, Istanbul, Turkiye	Feb 2013 - Apr 2014
3D Intern, <u>CherryCherry</u>, Istanbul, Turkiye	Jun 2012 - Aug 2012

05 AWARDS & RECOGNITION

Motion Design Awards, <u>Jury Member</u>	2025 - Present
Visual Effects Society (VES), <u>Member</u>	2026 - Present
Motion Design Awards, <u>Featured Artist</u>	2024
Maxon Cinebench 2026, <u>Credited Artist</u>	2026
Maxon Cinema 4D Quick Start Menu, <u>Inspiration Feature</u>	2024
Maxon Cinema 4D Gallery, <u>Curated Selection</u>	2024 - Present
A' Design Award, <u>Digital & Broadcasting, for Markapark</u>	2018
Exhibited, A' Design Award Winner Designs, <u>Spazio Ratti, Como, Italy</u>	2018
Published, A' Design Award Yearbook, <u>Designer Press, ISBN 978-88-97977-26-1</u>	2018
Behance, <u>Multiple Curated Badges</u>	2018, 2024

PRESS [Forbes Turkiye](#) · [MediaCat Turkiye](#)

06 EDUCATION

Bachelor of Arts, <u>Visual Communication Design</u>, Istanbul Bilgi University, Istanbul, Turkiye	2007 - 2012
LANGUAGES English (professional) · Turkish (native)	