

# SELIM ARI.

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Senior 3D Motion Designer & Creative Lead

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

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

**CLIENTS** Google · Microsoft · PayPal · Bose · Emirates · Turkish Airlines · Samsung · Qualcomm · Nissan · Fiat · Grundig · TD Bank · Spectrum TV · RTL · NPO · webAI · WeArt · Koch · Burkle · Garanti Bank · Boyner · Pinar · 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** 3D and 2D animation · Product launch visualization · Technical product storytelling · Concept design · Storyboarding · Art direction · Look development · Hard-surface modeling · Lighting · Rendering · UI motion · VFX compositing · Web design · Pipeline optimization

**SOFTWARE** Cinema 4D · Redshift · Octane · X-Particles · After Effects · Premiere Pro · Photoshop · Illustrator · Figma

**AI WORKFLOWS** Claude · ComfyUI · Higgsfield · Kling · Seedance · Midjourney

## 03 SELECTED PROJECTS FULL ARCHIVE: 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, TD Bank, Sunbelt, and Zarbees**.
- 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 films for **WeArt** and **NG Voice**, 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, with broadcast work for **Spectrum TV** alongside it.
- 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

## 04 EXPERIENCE, CONTINUED

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

## 05 AWARDS & RECOGNITION

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

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

## 06 EDUCATION

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