

Arif Arman Apu

SENIOR 3D GRAPHIC DESIGNER / CREATIVE
DIRECTOR / SENIOR MULTIMEDIA DESIGNER



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Professional Summary

A passionate and experienced **Trainer and 3D Design Professional** with over **21 years** of hands-on experience in 3D design, visualization, and interactive media. Proven expertise in leading creative development, solving complex design challenges, and driving innovation in both training and production environments.

Skilled In

- **Training:** Ability to train in offices or conduct training in a professional training environment.
- **AI Design Tools:** Adobe Firefly, Midjourney, Runway, Freepik and others to build imagination.
- **Conceptualization:** Developing 3D design ideas and visual concepts.
- **3D Modeling & Animation:** Creating 3D models using specialized software.
- **Texturing, Lighting & Rendering:** Applying surface details, colors, and materials to the models.
- **Branding:** Creating logos, color palettes, and brand guidelines.
- **Marketing and Advertising:** Designing advertisements, brochures, and other promotional.
- **User Interface (UI) Design:** Visual layout and elements of websites, apps, and software.
- **Publication Design:** Designing books, magazines, newspapers, and other printed materials.
- **Packaging Design:** Creating visual design for product packaging.
- **Environmental Graphic Design:** Designing signage, wayfinding systems, and other visuals.
- **Motion Graphics:** Creating animated visuals for videos, presentations, and other digital media.
- **Collaboration:** Working with creative directors, other designers, and clients.
- **Problem-solving:** Addressing design challenges and finding creative solutions.
- **Staying updated:** Keeping up with the latest design trends and software.

Tools and Technologies

- **CAD:** AutoCAD, SolidWorks and SketchUp.
- **3D Modeling & Animation:** Maya, 3ds Max, Blender, Cinema 4D and ZBrush.
- **Texturing:** Adobe Substance 3D & Adobe Photoshop.
- **Rendering Engines:** Corona, V-Ray, Octane, Redshift, KeyShot, Lumion, Twinmotion and D5.
- **Vector or Raster Artwork & Print Media:** Illustrator, Affinity, CorelDRAW and InDesign.
- **Simulation & VFX:** Marvelous Designer, Houdini, VUE and RealFlow.
- **Motion Graphics:** After Effects.
- **Game Engine:** Unity and Unreal Engine.
- **Web Development:** Dreamweaver, WordPress, Figma and Adobe XD.
- **Video Editing:** Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro.

Expertise

- **Film and Animation:** Creating characters, environments, and special effects.
- **Video Games:** Designing game assets, characters, and environments.
- **Product Design:** Developing 3D models for prototypes and marketing materials.
- **Architecture and Interior Design:** Creating 3D visualizations of buildings and spaces.
- **Events and Exhibitions:** Designing immersive event spaces and experiences.
- **Branding and Marketing:** Creating 3D visuals for advertising and promotional materials.

Experience

3D Exhibition Designer | For Multiple Companies, Dubai, UAE.

2025 - CURRENT

- **3D:** SketchUp, 3ds Max, Blender, Cinema 4D
- **Rendering:** V-Ray, Corona, Lumion, Unreal Engine
- **2D & Graphics:** AutoCAD, Adobe Illustrator, Photoshop, InDesign
- Develop **3D concepts and layouts** for exhibitions, booths, and installations
- Create 3D models, renders, and walkthroughs for client presentations
- Prepare **technical drawings** (plans, elevations, sections) for production
- Ensure designs meet budget, brand guidelines, safety, and venue regulations

Senior 3D Modeler | 20-20 Technologies Inc, Canada.

2008 - CURRENT

- Designed accurate and optimized 3D furniture and interior models using Autodesk 3ds Max and 20-20 Design software.
- Produced detailed **2D technical drawings and floor plans using AutoCAD** for product development and planning.
- Applied advanced **UV mapping, texturing, and material setup** for photorealistic rendering and real-time visualization.
- **Trained and supported 3D modeling teams in over 40 countries**, ensuring alignment with company standards and modeling pipelines.
- Collaborated with cross-functional teams and mentored junior artists to ensure high-quality deliverables and team growth.

Lecturer | Daffodil Institute of IT (DIIT), Bangladesh.

2008 - CURRENT

- Delivered comprehensive 3D Graphic Design course content for undergraduate students, including modeling, texturing, lighting, and rendering.
- Taught industry-standard 3D software such as AutoCAD, Autodesk 3ds Max, Maya, Blender, Cinema 4D, and Adobe Creative Suite.
- Hands-on training in graphic design, 3D animation, motion graphics, and visual effects.
- Mentored and advised students on career paths in 3D design, gaming, animation, and AR/VR.

Senior Graphic Designer | Maasranga Television, Bangladesh.

2016 - 2025

- Designed and executed high-quality 2D and **3D graphics** for **live TV broadcasts**, news programs, talk shows, and special event coverage.

- Created real-time **online graphics** such as lower-thirds, tickers, live overlays, and election data visuals using **WASP**.
- Produced advanced **3D motion graphics and visual elements** using **Autodesk 3ds Max, Cinema 4D, Blender** and **Adobe After Effects** for promos, show intros, and virtual sets.
- Developed graphics for **digital-first platforms** including YouTube shows, social media, and OTT streaming content using **Adobe Photoshop** and **Illustrator**.
- Designed complete **TV program sets**, including virtual and physical set concepts, layout planning, and 3D visualization for talk shows, game shows, and special broadcasts.
- Led visual branding and campaign design for major national events and award shows.
- Designed print and promotional materials like billboards, banners, posters, paper ads.
- Collaborated with producers, directors, editorial and the technical team to deliver graphics under tight deadlines in a high-pressure broadcast environment.

Senior Creative Designer | Amber Group (Partex Group), Bangladesh.

2015 - 2016

- Spearheaded the **branding and visual identity development for over 40 companies** within Amber Group, spanning industries such as textiles, FMCG, electronics, real estate, hospitality, media, finance and lifestyle sectors.
- Led the full **branding and creative direction for Bhawal Resort & Spa**, including logo design, marketing collateral, brand guidelines, and digital presence.
- Designed and developed **interior and exterior visual concepts** for Bhawal Resort & Spa and various **apartment projects**, collaborating with architects, engineers, and landscape designers to create immersive and branded environments.
- Created **2D technical drawings** (floor plans, elevations, wall sections, lighting and furniture layouts) for both residential and resort interiors.
- Delivered **branding and interior design solutions for City Bank**, crafting branch and office interiors with consistent visual language, wall graphics and wayfinding systems.
- Led the **UI/UX design and development for the Amber Radio mobile app**, from wireframing and prototyping to high-fidelity visual interface for iOS and Android, ensuring a smooth experience.
- Designed impactful **traditional and outdoor advertising** materials, including:
 - **Newspaper ads**, press layouts, and classified branding
 - **Magazine ads** for product launches, lifestyle promotion, and corporate features
 - **Large-scale billboards, banners, and outdoor signage** for campaigns and brand visibility
- Produced high-end **3D renders, product packaging, motion graphics**, and **video content** to support cross-channel marketing and internal communication.
- Collaborated with internal departments (marketing, product, architecture, and sales) to align creative deliverables with strategic business objectives.

Senior Faculty | Arena Multimedia, India.

2007 - 2008

- Delivered comprehensive training in 2D & 3D Modeling, Animation, Graphic Design, UI/UX Design, and Multimedia Production.
- Conducted workshops and seminars on industry tools such as Adobe Creative Suite, Autodesk Maya, 3ds Max, Blender, After Effects, and more.

3D Visualizer | Flashtech, Bangladesh.

2006 - 2007

- Created high-quality 3D visualizations for architectural, interior, and exterior design projects.
- Developed photorealistic renderings using software such as 3ds Max and V-Ray
- Translated 2D CAD drawings, sketches, and concept ideas into compelling 3D visual content.

- Successfully designed and visualized **3D city development projects for clients in Malaysia and Dubai**, including master plans, infrastructure, and iconic buildings.

Interior & Exterior Designer | Shpotorshi Group, Bangladesh. **2004 - 2005**

- Designed and executed innovative interior and exterior environments for residential, commercial, and hospitality projects across Bangladesh.
- Specialized in **stall and gate design for international trade fairs**, delivering impactful and brand-aligned exhibition spaces that enhanced visibility and audience engagement.
- Developed detailed **2D layouts**, construction drawings, and **3D renderings** for booths, entry gates, and thematic installations.
- Integrated **modern design trends, sustainable materials, and ergonomic principles** into functional design solutions.

Education

Bachelor of Fine Arts (BFA) **2010**

University of Development Alternative (UDA) | Dhaka, Bangladesh

Triple Diploma in Multimedia (3 Years) **2006**

Arena Multimedia (USA) | Dhaka, Bangladesh

- Diploma in Professional In Multimedia (Spl. Digital Film Making and Visual Fx)
- Diploma in Media Convergence
- Diploma in Professional Course In Web Engineering

Higher Secondary School Certificate (HSC) **2004**

Dhaka Imperial College | Dhaka, Bangladesh

Secondary School Certificate (SSC) **2002**

Willes Little Flower School | Dhaka, Bangladesh

Achievement

3rd place at the National Energytech University Prize 2024 In USA. **2024**

One of my 3D Animation works for Hawaii Pacific University secured third place at the National Energytech University Prize 2024! The finalists were chosen from 225 competing teams representing 117 schools in the USA.

Award for 3D Modeling and Rendering **2012**

Received recognition for 3D modeling and rendering of **Ahsan Manzil**.

3D Animation Contest **2003**

2nd Place in the Student Contest at **Arena Multimedia** for a 3D animation of **Kamalapur Railway Station**.

2D Animation Contest

2003

1st Place in the Student Contest at **ARENA MULTIMEDIA** for **Bad Habit Cartoon** 2D Animation.

Science Fair

2001

Achieved **2nd place** in the School **Science Fair** for presenting an **water saving innovative project**.

Languages

- **Bangla (Native):** Fluent in speaking, reading, and writing.
- **English (Proficient):** Confident in professional communication, both spoken and written.
- **Hindi (Proficient):** Fluent in conversation.

Recreational Interests

- Exploring emerging **technologies**
- Conducting creative **experiments** and hands-on projects
- Learning about **inventions and innovations**
- **Traveling** to discover new cultures and ideas

References

Arif Rahman, Ph. D.

>>Founder & CEO@ Hawaii Innovation Inc.

>> Assistant Professor@ Hawaii Pacific University

>>Professor of Electrical Engg.

>>Health & Safety⇒Space Health⇒Cleantech

>>Micro/Nanorobotics⇒ RF & Biotechnology⇒Archer & Marathon runner.

>>Affiliate Graduate Faculty@ University of Hawaii at Manoa.

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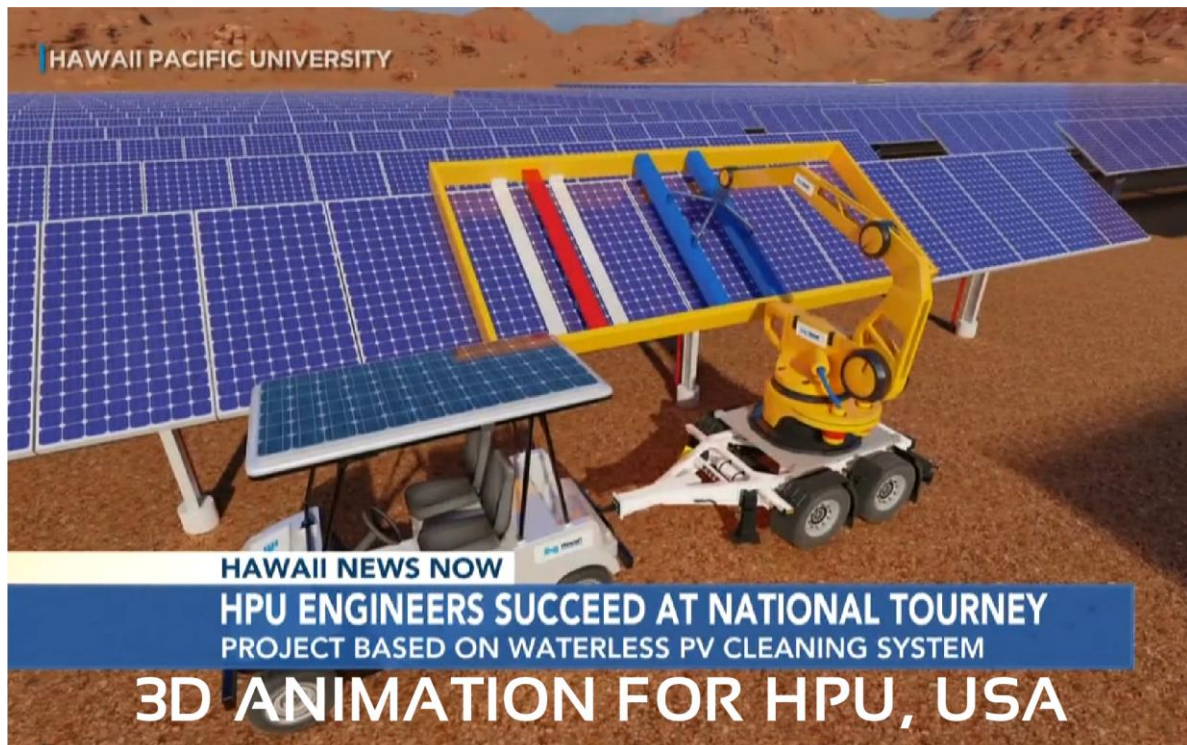
Personal Information

- **Name:** Arif Arman Apu
- **Nationality:** Bangladeshi
- **Religion:** Islam
- **Age:** 38 Years
- **Visa Status:** Residence Visa
- **Driving License:** International

Clients



Projects



- Hawaii Pacific University secured third place
- At the National EnergyTech University Prize 2024!
- The finalists were chosen from 228 competing teams representing 117 schools of USA.



- Padma Multipurpose Bridge 3D Animation For TV
- 3D Modeling, Rendering

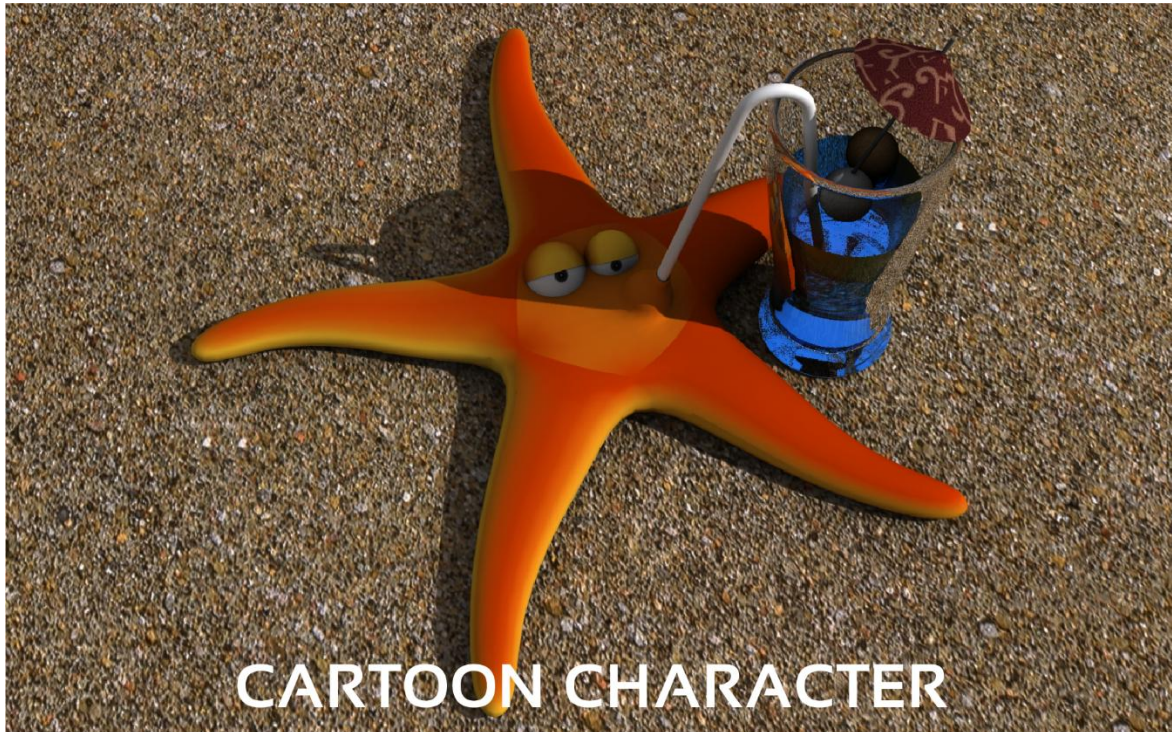
- Program Title 3D Animation



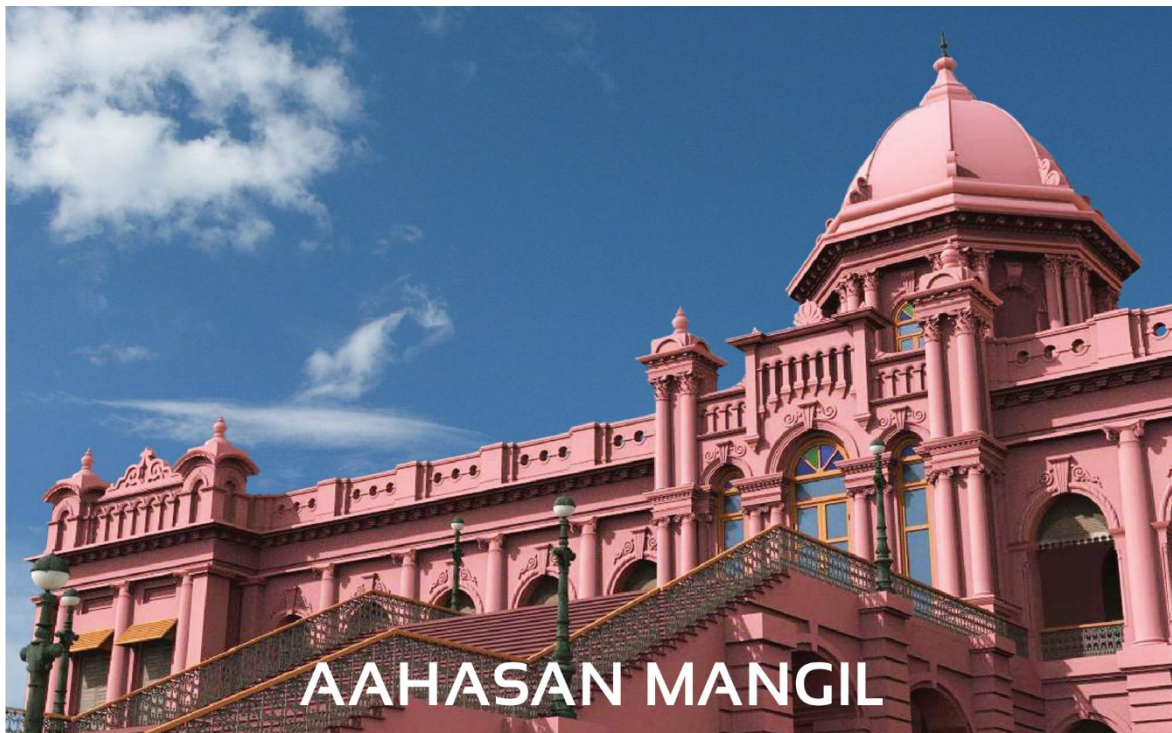
- Create Virtual Environment Using Unity
- 3D Modeling For Gaming Environment
- Website of Virtual Art Exhibition Gallery



- 3d Modeling and Animation of Boat
- Generate Environment using AI
- Cinematic Rendering



- Cartoon Character
- 3D Modeling
- Texturing and Rendering



- 3D Modeling
- Model all the details of this heritage building
- Photorealistic Rendering



- Exhibition Stall Design
- 3D Modeling
- Photorealistic rendering



- Exterior & Interior Design
- 5 Star Hotel Architectural Visualization
- 3D Modeling, Photorealistic Rendering