

ABDALLAH FAHMY

SENIOR CREATIVE & MARKETING SPECIALIST | DEFENCE, AUTOMOTIVE & ADVANCED MANUFACTURING

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PROFESSIONAL PROFILE

Senior creative and marketing specialist with 6+ years of experience across defence and protected mobility, automotive and industrial products, branding, digital and print production, 3D visualization, motion, video and web/UI. Translates technical vehicle capabilities and engineering information into clear sales, product and marketing communications for government, law-enforcement and B2B audiences. Combines strategic marketing judgment with hands-on creative production and cross-functional delivery.

CORE EXPERTISE

Defence & Automotive Marketing | Product Marketing | Brand Strategy & Campaigns | Technical Publishing | Sales Enablement | 3D Product Visualization | Motion & Video | Web/UI | Exhibitions | Multi-brand Communications

PROFESSIONAL EXPERIENCE

Marketing Executive & Senior Graphic Designer

INKAS Armored Vehicles LLC | Dubai, UAE Dec 2024 - Present

- Lead creative and marketing execution for a protected-mobility portfolio spanning armoured passenger vehicles, tactical platforms and specialty vehicle solutions.
- Translate engineering specifications, protection concepts and product information into company profiles, catalogues, brochures, datasheets, presentations, proposal visuals, digital content and sales collateral.
- Create high-end 3D product visualizations, animations, motion graphics, videos and interactive showcase assets using 3ds Max, Cinema 4D, KeyShot and Adobe Creative Cloud.
- Review and standardize vehicle classifications, model names and catalogue information while coordinating with sales, engineering, production and management for technical accuracy and brand consistency.
- Develop websites, landing pages and interface concepts in Figma and WordPress, structuring product collections, protection stories and lead-generation journeys across group brands.
- Supported IDEX 2025, World Police Summit 2025, ISNR Abu Dhabi 2026 and Eurosatory 2026 with booth graphics, brochures, presentations, digital campaigns, video and interactive content.
- Improve 3D production workflows through Cinema 4D Python and 3ds Max MAXScript automation, material-based mesh organization and cross-scene asset transfer.

3D Graphic Designer

Crystal Arc Factory LLC | Dubai, UAE Jan 2022 - Dec 2024

- Created premium 3D concepts, photorealistic visualizations and presentation materials for bespoke VIP gifts, awards, trophies and branded products.
- Prepared production-ready concepts and coordinated design development with manufacturing teams to support feasibility, finish quality and client presentation standards.
- Supported client pitches with renders, mockups, packaging concepts and product-focused visual storytelling while managing revisions and deadlines.

Graphic Designer

Royal Advertising Agency Dec 2020 - Dec 2022

- Designed brand identities, social campaigns, marketing collateral, print materials and production files for clients across multiple sectors.
- Managed work from concept development through revisions and final artwork, balancing brand quality, deadlines and print/digital production requirements.

SELECTED DEFENCE & AUTOMOTIVE PROJECT EXPERIENCE

Protected-Mobility Product Marketing - Created visual systems and sales materials for armoured passenger vehicles, APCs and tactical platforms, combining technical specifications with premium customer-facing communication.

Eurosatory 2026 Interactive Vehicle Showcase - Supported an interactive two-screen vehicle presentation combining 3D content, information flows and event-ready interface design.

BM Vehicles Digital Experience - Defined a premium commercial-armouring website direction, product collection, protection/CEN B7 narrative, upgrades, VIP interior storytelling, About and lead-generation journeys.

Multi-brand Campaign Systems - Developed coordinated collateral, social campaigns and digital assets across INKAS and affiliated armoured, glass, marine and industrial brands while adapting each identity to its market positioning.

3D Workflow Optimization - Built workflow automation for KeyShot, Cinema 4D and 3ds Max pipelines, including material-based FBX mesh separation, tag preservation and cross-session asset transfer.

Product Naming & Competitor Research - Explored meaning-led tactical/MRAP names and checked market conflicts using protection, strength and fortification themes.

TECHNICAL & CREATIVE TOOLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition

3D & Rendering: 3ds Max, Blender, Cinema 4D, KeyShot, Substance 3D, Unreal Engine

Digital & Web: Figma, WordPress, basic SEO, Meta advertising

AI-assisted Creative: Adobe Firefly, Midjourney, Stable Diffusion

Workflow Automation: Cinema 4D Python, 3ds Max MAXScript, 3D asset and material-pipeline troubleshooting

EDUCATION & PROFESSIONAL DEVELOPMENT

BSc in Graphic Design & Multimedia Technology | The Arab Open University | 2014 - 2020

Advanced 3D Modeling | CG Spectrum | 2018

Animation Fundamentals | CGMA / Domestika | 2019

LANGUAGES

Arabic: Native **English:** Fluent

ADDITIONAL STRENGTHS

- Strong familiarity with armoured-vehicle and defence-industry terminology, customer expectations and exhibition environments.
- Comfortable working across strategy, concept, design, 3D, video, digital, print and production rather than operating within one creative discipline.
- Experienced in fast-moving environments where creative work must remain aligned with technical, commercial and management requirements.